

Moonee Ponds West Primary School



Sponsorship Policy

1. Purpose

- 1.1 To acknowledge the mutual benefits that can be gained from developing positive and purposeful sponsorship arrangements with organisations and businesses within our wider school community.
- 1.2 To recognise that locally raised funds can usefully supplement core funding and that sponsorship by local organisations and businesses is one way of contributing to this need.
- 1.3 To ensure that participation in sponsorship arrangements is in accordance with the values and views of Moonee Ponds West Primary School and does 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.

2. Definition

- 2.1 For the purpose of this policy, sponsorship includes:
Financial contributions or the donation of monies, goods or services to Moonee Ponds West Primary School, with or without reciprocal conditions.
- 2.2 Sponsorship does not include grants, which are money, goods or other benefits provided to Moonee Ponds West Primary School for a specified purpose, but with no expectations of attaining rights and benefits of the kind outlined in the Victorian Government Sponsorship Policy.
- 2.3 Sponsorship does not include bequests, which impose no obligation on Moonee Ponds West Primary School and offer little or no rights or benefits to the provider.
- 2.4 Sponsorship does not include the sale of advertising space, editorial comment or advertorials.

3. Aim

To guide sponsorship decision making.

4. Action Guidelines

All sponsorship proposals will be referred to the School Principal for initial assessment. If a proposal meets the following guidelines, it will be referred to the Resources Subcommittee for consideration and recommendation to School Council. Sponsorship arrangements must be approved by School Council and be compliant with the Department of Education and Training's policies.

- 4.1 All sponsorship arrangements will be considered on merit, and decisions will be made on a case-by-case basis.
- 4.2 Any pecuniary interests or related party relationships by school councillors or community members must be declared to School Council at the time of the submission of the proposal.
- 4.3 When considering potential sponsorship arrangements, the School Principal, Resources Subcommittee and any delegates of School Council are required to adhere to the following guidelines:

- 4.3.1 The underlying principle for the conduct of all sponsorship activities is that they enhance (either directly or indirectly) educational opportunities for students.
- 4.3.2 Acceptance of a sponsor's product or service shall not be a condition of an individual student's participation in sponsored activities.
- 4.3.3 Sponsorship arrangements will only be entered into with organisations and businesses whose public image, products or services are consistent with the values and views of Moonee Ponds West Primary School.

Consideration will be given to:

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

Where School Council deems that a particular offer of sponsorship is likely to cause controversy within the school community, School Council may decide to defer a decision until such time as the views of the school community have been properly canvassed.

- 4.3.4 Arrangements will not be entered into with companies directly involved in the sale or promotion of tobacco and/or alcohol products, or any other products considered to be offensive or harmful to children and/or parents and carers.
- 4.3.5 Arrangements will not be entered into with companies that seek information from the school that would contravene *The Privacy and Data Protection Act 2014* (PDPA).
- 4.3.6 Arrangements will not be entered into with companies who invest in and/or own gaming machines and gambling venues.
- 4.3.7 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.
- 4.4 When considering a sponsorship arrangement, the School Principal and Resources Subcommittee will use the Sponsorship Checklist provided in the Department of Education and Training's [School Policy Advisory Guide—Sponsorship](#).
- 4.5 Any sponsorship agreement must specify the roles and responsibilities of each party to the agreement, and the nature and level of acknowledgment to be given to the sponsor.
- 4.6 The School Principal or School Council President may cancel at short notice any arrangement or request made that appears to no longer support the underlying values of the school.

5. Monitoring, Reporting and Review

- 5.1 Each individual sponsorship relationship will be monitored and maintained by the School Principal or his/her representative and reviewed annually by the Resources Subcommittee with a report to School Council for ratification.
- 5.2 Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.
- 5.3 This policy will be reviewed as part of the school's Policy Review Cycle.

References: Victorian Government [Sponsorship Policy](#)
[School Policy Advisory Guide—Sponsorship](#).