



Sponsorship Policy

RATIONALE

Kensington Primary School Council recognizes that the government has responsibility for funding our state system of school education. At the same time, Council recognizes that many valuable educational initiatives will not be funded from government monies. Therefore, School Council and the school community need to raise additional funds to maintain and improve the school's educational programs.

The school already benefits from the generosity of the school community including our local business organizations: through raising funds, making donations and providing resources and services to the school. These activities have been important in bringing the school and the wider community together.

Sponsorship provides a method of attracting and acknowledging major benefactors to the school. School Council recognizes the desirability of attracting support from organizations and individuals in order to fund particular school functions, equipment and activities.

BROAD GUIDELINES

- The school is eager to publicly acknowledge our appreciation of organizations or individuals who make substantial gifts to the school. This acknowledgment could take one or more of the following forms:
 - Acknowledgement in the School Newsletter or other publications.
 - In the event of a substantial donation, some public identification on School equipment or property.
- Personal information such as names and addresses of students or parents will only be provided with the consent of the parent.

IMPLEMENTATION

Approval for the public identification of a corporate or individual sponsor on school equipment or property can only be given by School Council, after appropriate consultation with the School Community.

Kensington Primary School will only engage in sponsorship that:

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

Kensington Primary School will not engage sponsorship that:

- Uses school buildings and grounds for advertising by sponsors except for signs, which advertise particular school events such as the School Fete and School Enrolments.
- places undue pressure on students, parents or school to purchase particular products or services, or to accept particular beliefs, attitudes or courses of action
- compromises the school's policies, programs or strategies through acceptance of resources
- Links the school with commercial enterprises in a way which would compromise the image of a public institution
- Changes the name of the school to incorporate the name of a sponsor

- Includes the name of a commercial enterprise on school stationery or the sign indicating the name of the school
- Endorses the sponsor's services or products
- Requires disclosure of names or addresses held by the school to an external organisation as a benefit of sponsorship, unless the individual's consent is sought.
- Involves political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, and organisations involved in offensive or inappropriate activity;
- Engages in an activity aimed at delivering or replacing core Department or school services
- Requires the Department to directly endorse or promote its products and/or services

It is the right of the Council to cease any sponsorship arrangement at any time if any of the guidelines are breached or if the interest of the school or children are compromised.

It is the responsibility of School Council to:

- Consider all proposals of school/business links
- Authorize activities and/or linkages which fall within these guidelines and are consistent with policy, if they are in the interests of students at the school

EVALUATION

This policy will be reviewed as required

REFERENCES

- The School Sponsorship Guidelines can be found online in the School Policy and Advisory Guide: <http://www.education.vic.gov.au/management/governance/spag/community/partnerships/sponsorship.htm>
- For further information please contact Education Partnerships Division on 9637 2719 or by email at: education.partnerships@edumail.vic.gov.au

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Author	
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