

HIGHGATE SCHOOLS SPONSORSHIP

POLICY

Rationale:

- Our school recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations, businesses and societies that exist within the wider school community.

Aims:

- To improve student learning, to increase staff development opportunities, and to enhance school resources through a deliberate strategy of developing positive and purposeful partnerships with organisations, businesses and societies that exist within the wider school community.

Implementation:

- A sub-committee of the school council will investigate and negotiate all potential sponsorship arrangements.
- All negotiations will be guided by the Australian Education Council endorsed national code of practice for corporate sponsorship in schools.
- 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 must be declared to school council at the time of the sub-committee's report.
- Sponsorship agreements should only be negotiated with organisations whose public image, products or services are not inconsistent with the ethos and values of education
- When pursuing potential sponsorship arrangements, the sub-committee is required to adhere to a code of ethics which includes:-
- Sponsorships will only be negotiated 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 values and views of the school community, as well as the generally accepted values, purposes and goals of school education.
- Sponsorship arrangements will only be entered into with organisations, companies and societies that have a positive public image, and are associated with products and services appropriate for a school to align themselves with.
- Arrangements must not be entered into with companies directly involved with tobacco or alcohol products.
- Sponsorships, which are conditional upon the endorsement by the school of a particular product or service, will be avoided.
- Sponsorships arrangements that contain restrictions regarding the schools ability to purchase goods and services freely, or restrict the schools ability to make choices in any way, or places undue pressure on children, parents or schools will be avoided.
- Each individual sponsorship arrangement will be reviewed on a regular basis.

Evaluation:

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

NB

Nb

Policy informed by The National Code of Sponsorship and promotion in schools, endorsed by the Ministerial Council on Education And employment, Training and Youth Affairs

Attachment

DECS fact sheet on Sponsorship in school.(explaining implications of National code of Practice for Sponsorship in all state schools

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