



## Sponsorship and Promotion Policy 2023

### General Statement

Sponsorship is seen as an avenue through which to provide additional resources to enhance the educational opportunities and activities offered by Jacana School for Autism. It is NOT for the funding of established school programs which arise from the curriculum as the provision of these are the responsibility of the State Government through the DET.

### Rationale

Jacana School for Autism (JSA) 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. JSA believes that all avenues should be explored to assist in increasing educational opportunities available for our students. Consideration will be given to provision of equitable resources across the school.

### Broad guidelines

#### Definitions:

**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. Sponsorship is the negotiated provision of funds, goods or services to students, teachers or the school in exchange for advertising, publicity or other benefits.

- **Promotion** is a scheme or arrangement conducted by organisations which is intended for commercial or other benefit, and which involves and rewards students, teachers or the school for participating in the arrangement.

#### Jacana School for Autism Council will:

- Consider which items in the budget are appropriate for sponsorship funding.
- Consider all proposals for links between local business and the school.

### Implementation

- Sponsorship and promotions will be used to enhance educational programs and not displace other funding arrangements on which the school depends.
- Arrangements must not be entered into with companies directly involved with tobacco or alcohol products, or that seek information from the school that would contravene the Information Privacy Act 2000.
- Sponsorship arrangements must not promote competition between students or local schools.
- Sponsorship agreements will only be negotiated with organisations whose public image, products or services are consistent with the ethos and values of the school.
- All negotiated sponsorship agreements will specify the roles and responsibilities of all parties and the nature and level of acknowledgment to be given to the sponsor.
- All negotiated sponsorships will address issues relating to settlement of grievances and termination.
- The name of the sponsor will not incorporate the letterhead, logo or school name of JSA. Similarly, the name of JSA will not incorporate the letterhead, logo or school name of the sponsor.
- Sponsorship and promotions will only operate within the JSA and the DET policies on equity.
- JSA will only participate in national and state-wide sponsorships and promotions if all students and schools are able to participate in the activity.

**Respect | Inclusion | Empathy**



- Sponsorship and promotions must not require a change to any of the school's priorities, goals or policies and must be compatible with sound educational practices.
- Participation in sponsorship and promotions will not place pressure on students, parents/carers or the school to purchase particular products or services or to adopt particular beliefs, attitudes or courses of action.
- Sponsorship and promotions will not involve school endorsement of products or services.
- Students will not be used for promotional purposes without the permission of parents/carers.
- Acceptance of a sponsor's product or service will not be a condition of an individual's participation in sponsored activities.
- Any educational materials provided as part of a sponsorship and promotion will be clearly identified as belonging to the sponsor.
- Sponsors and/or promoters will negotiate, and provide in writing, a clear statement of the program and its aims, content and method.
- Onsite advertising requests by the sponsorship/Promotion Company to be carefully considered by School Council.

### References

School Policy and Advisory Guide

<https://www.education.vic.gov.au/school/principals/spag/community/Pages/sponsorship.aspx>

<https://www.education.vic.gov.au/school/principals/spag/community/Pages/partnerships.aspx>

<https://www.education.vic.gov.au/school/principals/spag/governance/pages/privacy.aspx>

### Resources

Sponsorship Policy and Guidelines

<https://www.vic.gov.au/sponsorship>

### Evaluation

This policy will be reviewed as part of the one year policy review cycle and/or in line with DET policies and guidelines.

<b>Ratified By JSA School Council:</b>	23 March, 2023
<b>Review Date:</b>	March, 2024

***Respect | Inclusion | Empathy***

19 – 39 Landy Road, Jacana, VIC 3047 T: 03 9309 6258 E: [jacana.school@education.vic.gov.au](mailto:jacana.school@education.vic.gov.au) ABN: 78158235803

[www.jacanaschoolforautism.vic.edu.au](http://www.jacanaschoolforautism.vic.edu.au)