



## Purpose

Ballarat High 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.

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.

## Scope

This Policy sets out the requirements for Ballarat High School when entering arrangements with organisations, businesses, and societies to provide sponsorship to the school and arrangements for organisations, businesses, and societies to advertise on school premises and to the school community.

This Policy must be read in conjunction with the Victorian Government Sponsorship Policy, Education and Training Reform Act 2006 (Vic) and Department of Education policies and guidelines relating to Advertising and Sponsorships.

In any situation of discrepancy, DE/VIC GOV Policy will prevail.

[Advertising: Policy | education.vic.gov.au](http://education.vic.gov.au)

[Sponsorship: Policy | education.vic.gov.au](http://education.vic.gov.au)

[Sponsorship policy and guidelines | vic.gov.au \(www.vic.gov.au\)](http://www.vic.gov.au)

## Policy

Under the Education and Training Reform Act 2006 (Vic), School Councils have the power to enter into licence arrangements with third parties wishing to advertise on school sites or to the school community, and arrangements for organisations, businesses and societies to provide funds as sponsorship for school activities.

## Implementation

- The Finance Committee of the School Council will review all potential major sponsorship and major advertising arrangements.
- The Finance Committee will provide School Council with a full report of any proposal and seek approval before finalising any partnership arrangements.
- Any conflicts of interest by school councillors/staff must be declared to School Council at the time of the Finance Committee's report.
- All arrangements will be considered on merit, and decisions will be made on a case-by-case basis.
- When pursuing potential arrangements, the Finance Committee is required to adhere to the following code of ethics:
  - Sponsorships/Advertising will only be sought with organisations, companies, and societies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed.
  - Sponsorship/Advertising arrangements must consider the views of the school community, as well as the school values, goals and objectives.
  - Sponsorship/Advertising arrangements will only be entered into with organisations, companies and societies that have a positive public image, are associated with products and services appropriate for a school to align themselves with, and that improves educational outcomes for students.
  - Arrangements must not be entered into with companies directly involved with political parties, tobacco companies, gaming venues or companies selling or promoting alcohol.
  - All content must not depict nudity, sex, violence, horror, crude language, or any other material deemed offensive or inappropriate.
  - Organisations, businesses, and societies must not seek information from the school that would contravene the Information Privacy Act 2001.
  - Sponsorships/Advertising 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 or expect our school to endorse or promote their product or services will be avoided.

## Communication

This Policy will be communicated to our school community in the following ways;

- Available publicly on our school's website.
- Included in Staff Handbook.
- Available for staff to reference in digital format via Staff Hub.
- School Council and Finance Sub-Committee for review and approval on a regular basis.
- Provided to Boat Club and Performing Art Support Groups for tabling at meetings.
- Potential advertisers and sponsors can be provided with a copy on request.

## Further information and resources

Reference to the latest Department of Education and Victorian Government Policies is encouraged to ensure compliance.

A range of Checklists and Flowcharts are provided to assist with implementation.

See links provided in "Scope" Section.

The Ballarat High School Principal, Assistant Principal-Operations and Business Manager are available for assistance and to receive proposals.

## Review cycle and evaluation

Version date	August 2024
Policy date	August 2024
School council approval date	August 2024
Person responsible	Business Manager
Next review date	August 2026



If you need help to understand the information in this policy, please contact Ballarat High School on (03) 5338 9000 or [ballarat.hs@education.vic.gov.au](mailto:ballarat.hs@education.vic.gov.au)