

CASTLEMAINE NORTH PRIMARY SCHOOL

ADVERTISING POLICY 2018-2021

RATIONALE

The purpose of this policy is to guide School Council in the use of commercial and community event advertising on school property or through school communication channels.

AIM

To clarify standards and processes for the use of advertising at Castlemaine North Primary School.

GUIDELINES

Definition

For the purpose of this policy, advertising refers to the practice of making an authorised public announcement on behalf of a third party, presenting products, services or activities provided by the third party.

This would normally be done through the means of communication currently used by Castlemaine North Primary School for the dissemination of information such as newsletter, website and assembly.

Nature of products, services and activities advertised

Products, services and activities advertised at Castlemaine North Primary School must be consistent with the values, principles and the educational objectives of the school.

IMPLEMENTATION

School fair and fundraising events:

1. Donations for the school fair and fundraising events are acknowledged/advertised with a verbal acknowledgement on the day of the school fair /fundraising event and a written acknowledgement in the school newsletter.
2. Donors of prizes (of value over \$500) are acknowledged and will be named e.g. on the raffle tickets.
3. No business vouchers or sales promotion without authorization by the Fair Committee are allowed as prizes or for distribution at school fair stalls or fundraising events.
4. Nature of stalls and resources necessary for stalls must be consistent with school policies (e.g. Healthy Food Policy) and the culture of the school fair consistent with the values, principles and the educational objectives of the school.

Receipt of resources from purchase of third party services or product:

Castlemaine North Primary School may participate in schemes whereby resources are donated to the school by a third party through the school community purchasing products/services of that third party. The third party is not identified. The transaction is not necessarily seen as an endorsement of the product/service or that the school community is encouraged to purchase the said product or service.

Advertising of third party:

1. Advertising of a third party, community event or commercial enterprise, can only happen on the school premises and via the school communication channels with prior approval. Approval will be granted by the Principal or nominee if the community event/commercial enterprise is consistent with the values, principles and the educational objectives of the school and relevant school policies (e.g. Healthy Food Policy).
2. Donations from commercial entities can be accepted by the school if consistent with other school policies. This will be at the Principal's discretion.
3. The school will not accept donations where a commercial entity or business will make a profit or drive benefit from partnering with the school or being endorsed by the school in a fundraising initiative.

Items to be included in the newsletter:

1. To have direct relevance to students at CNPS
2. To be future-focused, ie to inform the school community prior to an event or activity
3. To have content regarding physical, musical, health or cultural opportunities or information for students at CNPS

Items to be included are at Principal's discretion.

General guideline is once per term, per item/group

Items are to align with the CNPS school values

Prohibition

Advertising by gambling venues, of tobacco products, alcohol products, franchise businesses selling fast foods e.g. McDonalds, Hungry Jacks, Domino's Pizza, Subway or drinks containing sugar is specifically excluded.

EVALUATION

This policy is to be reviewed triennially as part of the School Council's review cycle.

This policy was endorsed by School Council 2018

S. Chapman (Principal)

K. Bodin (President of School Council)

Date: October 2018 (Newsletter Paragraph added March 2019)

Review Cycle Date: October 2021