

# Sponsorship Policy

## 1. Background

The College recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations, businesses and societies that exist within the wider community. Partnerships have potential to provide access to a range of resources beyond those provided by the College and DET as well as strengthen relationships between the College and the broader community. Sponsorship and advertising must be consistent with the College values and not generate pressure on students, parents, staff or the College to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

## 2. Purpose

To enhance the College learning environment through the development of positive and purposeful partnerships with organisations, businesses and societies that exist within the wider community.

## 3. Guiding Principles

When pursuing potential sponsorship arrangements, the Community and Engagement sub-committee is required to adhere to the following code of ethics:

- Sponsorships will only be sought with organisations, companies and societies where a clear and demonstrable benefit for the students and the College's programs can be guaranteed.
- Sponsorship arrangements must take into account the views of the College community, as well as the College values, goals and objectives.
- Sponsorship 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 College to align itself with and that improves educational outcomes for students.
- Arrangements must not be entered into with political parties or gaming venues or companies directly involved with tobacco or alcohol products, or that are associated with offensive subjects or themes or activities, or that seek information from the College that would contravene the *Information Privacy Act 2000*.
- Sponsorships arrangements that contain restrictions regarding the College's ability to purchase goods and services freely, restrict the Colleges ability to make choices in any way, or expect our College to endorse or promote their product or services to the exclusion of similar products will be avoided.

Any member of the sub-committee who has a pecuniary interest in relation to a sponsorship proposal will declare that interest to the sub-committee

## 4. Implementation

4.1 The Community and Engagement sub-committee of the College Council will investigate and negotiate all potential sponsorship arrangements.

4.2 The subcommittee will request a sponsorship proposal. The proposal should have clear objectives, key performance criteria and an evaluation plan.

- The sub-committee will use the template checklist to undertake a full analysis of the risks, costs and benefits of the sponsorship.
- In collaboration with the sponsor the sub-committee will develop a sponsorship agreement that:
  - sets out terms of the sponsorship,
  - specifies that the Victorian Government does not endorse the organisation or its products and that the arrangement must not be promoted or publicised as such,

- provides termination or conflict resolution procedures,
- includes reporting requirements apply information privacy principles of the Information Privacy Act 2000 to all sponsorships.
- The sub-committee will provide College Council with a full detailed written report of any proposal, and seek College Council approval before finalising any partnership arrangements.
- Any pecuniary interests by College councillors must be declared to College Council at the time of the sub-committee's report.
- All sponsorship and partnership arrangements will be considered by College Council on merit, and decisions will be made on a case-by-case basis.
- The College will record incoming sponsorship funds in Cases21 as 74580 – Other Locally Raised Funds.
- The College will record all sponsorships on the Government Sponsorship Register.

Each individual sponsorship arrangement will be reviewed on an annual basis by College Council.

#### 5. Evaluation and Review

This policy will be reviewed in four years or as necessitated by changes/developments which may occur through requests by College Council, Parents, Students or Staff within the timeframe stated above

#### 6. References

<https://www2.education.vic.gov.au/pal/sponsorship/policy>

<https://www2.education.vic.gov.au/pal/sponsorship/guidance>

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