



# SPONSORSHIP POLICY

## Purpose

Sponsorship can provide a mutually beneficial and purposeful relationship between organisations/businesses and Victorian Government schools contributing to strong school and corporate communities. Well-managed sponsorship arrangements can provide an effective way of increasing awareness of messages, policies and initiatives, communicating Department goals and building stakeholder relationships, helping communicate with specific audiences within the community.

## Scope

This applies to any stakeholders providing all opportunities for Sponsorship. Cranbourne South Primary School acknowledges a range of sponsorships may be involved relating to improving learning outcomes for students and engagement in learning.

## Definitions

Sponsorship is the act of supporting an event or organisation financially through the provision of products, services or activities, in exchange for rights (including naming rights) or certain specified benefits (such as logo placement or public acknowledgement).

Sponsorships can provide a mutually beneficial and purposeful relationship between organisations/businesses and Victorian Government schools.

There are two types of sponsorship:

- Incoming - where an external organisation provides financial or in-kind support for a school initiative, event or program. Schools most usually engage in incoming sponsorship activities.
- Outgoing - where a school provides financial or in-kind support to an external organisation for their initiative, event or program.

## Policy

Cranbourne South Primary School will:

- undertake sponsorships in an ethical and fair manner and disclose any conflict of interests
- only engage in sponsorship activities that:
  - promote and improve educational outcomes
  - support school goals and objectives
  - increases effectiveness of the Department of Education and Training's (DET) strategic programs
  - engages or builds relationships with stakeholders.
- assess proposed sponsorships against the policy and guidelines
- assess the value and benefits of the sponsorship against project or program criteria



- draft sponsorship agreements on receipt of relevant approvals
- ensure all sponsorship agreements have end dates
- register and record all sponsorship details
- monitor and evaluate the sponsorship arrangement.

Cranbourne South Primary will not engage an external sponsor whose business activities are considered inappropriate, including:

- activities aimed at delivering or replacing core DET or agency services
- values, products, purposes or objectives which are inconsistent with those of the school
- political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, companies involved in the sale/promotion of firearms
- companies that encourage unhealthy food choices by young people
- religious organisations or religious activities
- charities and not-for-profit organisations not registered with the Australian Charities and Not-for-profits Commission
- organisations or companies that are financially unsound or unstable
- agencies with inspectorial or regulatory powers over the school
- sponsors requiring the school to directly endorse or promote its products and/or services
- any activity in breach of the Code of Conduct for Victorian Public Sector Employees

## **Approvals**

Sponsorship activities \$25,000 and under must be approved by the school council. Sponsorship activities above \$25,000 must be approved by the school council and relevant Regional Director.

- If approved by the Regional Director, the school must then inform the Executive Director, Communications Division, by email at: [sponsorship@edumail.vic.gov.au](mailto:sponsorship@edumail.vic.gov.au).
- Where the sponsor has requested naming rights of an asset, event or initiative the Communications Division will seek the Minister's approval on the school's behalf.

## **Acknowledgements**

Cranbourne South Primary School will acknowledge sponsors. While forms of acknowledgement may vary, some examples that could be considered include:

- placement of a plaque or notice in a format that has the prior approval of the sponsor, for the duration of a sponsored activity, or for an agreed period of time
- public display at functions of temporary signage acknowledging the sponsorship
- acknowledgement of the sponsorship in newsletters (e.g. advertisement) or speeches
- a letter of appreciation to the sponsor
- attendance by the sponsor at school functions and an opportunity for the sponsor to make an address or present an award.

## **Resources**

DET's Sponsorship Policy and Guidelines is designed to assist school (and corporate) staff to manage possible sponsorship opportunities.



This Policy aligns with the Whole of Victorian Government (WOVG) Victorian Government Sponsorship Policy: Relevant Legislation and Policies and sets out details of legislation and other policies relevant to Government sponsorship.

The WOVG policy sets the overarching principles of sponsorship management:

1. Ensuring probity.
2. Achieving efficiency and effectiveness.
3. Maintaining transparency and accountability.
4. Implementing effective risk management.

Finance Manual for Victorian Government Schools, at: School financial guidelines. For more information, email [schools.procurement@edumail.vic.gov.au](mailto:schools.procurement@edumail.vic.gov.au)

## Related Policies And Procedures

- Statement of Values and School Philosophy
- Student Wellbeing and Engagement Policy
- Volunteer Policy
- Duty of Care Policy
- Inclusion and Diversity Policy

## Help For Non-English Speakers

If you need help to understand the information in this policy please contact the office personnel and/or Principal.

## Review Cycle and Evaluation

This policy will be reviewed as part of DET's recommended review cycle.

## Communication

This policy will be communicated to our school community in the following ways:

- Available publicly on our school's [website](#).
- Included in staff induction processes.
- Included in transition and enrolment packs.
- Included as an annual reference in the school newsletter.
- Made available in hard copy from school administration upon request.

## Mandatory Consultation

Consultation Group	Date Consulted
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School Council Policy Sub Committee	Aug 23, 2022
Staff	Staff Meetings, Staff Inductions and Staff Booklet
Parents	Regularly via Newsletter/Compass
Student leadership groups	NA

**Due for Review**

September 2026

**Certification**

This policy was ratified at the School Council Meeting held at Cranbourne South Primary School on Wednesday 7th September 2022.

Signed:

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Principal

Signed:

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School Council President