

Sponsorship involves the support of an educational institution or program. The support can take various forms, for example, financial resources, human resources, good or services. In general, the Department supports cooperative sponsorship and promotional arrangements with industry and commerce, which result in benefit for both schools and the organisation. The concept of 'mutual benefit' recognises the high priority that many business/community groups place on exercising their social responsibility in developing supportive relationships with schools.

PURPOSE

To develop relationships between schools and business or the community that are constructive and provide real benefits to school students as a means of enhancing educational opportunity in accordance with school charter goals, as well as establishing productive links with the broader community.

IMPLEMENTATION

1. School–business/community relationships should be limited to those which can demonstrate:
 - a. an involvement that will contribute positively to the purposes of the school,
 - b. a public image that is consistent with the values, goals and policies of the Department of Education and Training and
 - c. is consistent with the values and views of the school and the school community.
2. Retail advertising of products or services from organisations that are deemed inappropriate or other arrangements with such organisations are excluded. They include specifically:
 - a. advertising from gambling venues
 - b. advertising of tobacco or alcohol products, or
 - c. other offensive materials or themes so deemed by the Department
 - d. tobacco products
3. School council approval is required for all arrangements and formal agreements between the school and outside bodies.
4. Apart from donations or gifts without conditions, the arrangements for all relationships must be confirmed in writing.
5. All sponsorship relationships are subject to audit and public accountability processes and must comply with national competition policy prohibiting anti competitive agreements and exclusive dealing.
6. School–business/community relationships should not compromise the values of the school or its leadership and management independence nor restrict the choice of parents and students in the purchasing of goods and services.

Date Ratified: 2015

Review Date: 2019