

DONATIONS AND SPONSORSHIP POLICY



**Effective:
March 2019**



DONATIONS AND SPONSORSHIP POLICY

PURPOSE

Freshwater Bay Primary School recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider school community. Donations and sponsorships provided to Freshwater Bay PS support the provision of resources for the benefit of the student population. This policy provides the framework for the acceptance or non-acceptance of donations and sponsorships offered to the school and to ensure that all donations and sponsorships are consistent with existing legislation and policy

SCOPE

This policy applies to the Freshwater Bay PS Principal and Board. It does not provide guidance for donations and sponsorships offered to the school's Parents' and Citizens Association.

DEFINITIONS

Definitions specific to this policy include:

Term	Definition
Donation	Where an external party gives something to the school with no expectations, including the expectation of public acknowledgement. No formal or sponsorship agreement is required for donations.
Sponsorship	Is a two-way partnership where the school provides benefits to the sponsor and the sponsor provides benefits to the school. The benefits may be financial (cash) or non-financial (in-kind). A formal sponsorship agreement must be entered into for all sponsorships.

1. PRINCIPLES

- 1.1. Providing a donation or entering into a sponsorship arrangement with the school will not generate an obligation for children, families or the school to purchase particular goods or services, subscribe to particular beliefs or attitudes of the donor or sponsor.

2. ROLES AND RESPONSIBILITIES

- 2.1. The Principal shall with the School Board Chair and School Manager of Corporate Services, investigate and negotiate all potential sponsorship arrangements.
- 2.2. The Principal and the School Board Chair will provide the School Board with details of any sponsorship proposals, and seek School Board approval before finalising any partnership arrangements.

- 2.3. The Principal retains the sole responsibility for ultimately accepting or declining donations and sponsorships for the School.
- 2.4. Any pecuniary interests by School Board members must be declared to School Board at the time of the submission of the proposal.
- 2.5. All sponsorship arrangements will be considered on merit, and decisions will be made on an individual basis.

3. PROCESSES AND PROCEDURES

- 3.1. When considering potential advertising and sponsorship arrangements, the School Board is required to adhere to the following guidelines:
 - 3.1.1. Sponsorship will be with organisations and companies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed
 - 3.1.2. Sponsorship arrangements must take into account the values and views of the school community as well as the school policies
 - 3.1.3. Sponsorship arrangements will only be entered into with organisations and companies that have a positive public image, and are associated with products and services appropriate for a school to align themselves with. Consideration will be given to:
 - 3.1.3.1. the type of products or services the organisation markets
 - 3.1.3.2. the marketing methods the organisation employs
 - 3.1.3.3. the impact its products and processing have on issues such as the environment
 - 3.1.3.4. it's public image as an employer, acceptability to the community and general reputation as a business.
- 3.2. Arrangements must not be entered into with companies directly involved with tobacco or alcohol products and/or any other products considered to be harmful to children and parents.
- 3.3. Arrangements must not be entered into with companies that seek information from the school that would contravene the Legislation and Regulatory requirements.
- 3.4. Sponsorship 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, will be avoided.
- 3.5. In considering a sponsorship or advertising arrangement the School Board will consider the Checklist for Sponsorship as outlined in the Appendix 1.
- 3.6. Each sponsorship relationship will be monitored and maintained by the Principal or his/her representative.
- 3.7. Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.

SCHEDULES

Appendix 1 – Sponsorship Checklist

RELATED DOCUMENTS

State Supply Commission Procurement Policy

WA Government Advertising Policy

Freshwater Bay Primary School Healthy Food and Drink Policy

Freshwater Bay Primary School Sustainability Policy

RELEVANT LEGISLATION

School Education Act 1999

School Education Regulations 2000

FURTHER INFORMATION

Further information about this Policy can be obtained by contacting the Principal of Freshwater Bay PS.

VERSION HISTORY

Version	Approved By	Approval Date	Review Date	Sections Modified	Owner	Implementation Officer
1.0	SCHOOL BOARD	26/03/2019	26/03/2020	New Policy	Principal	Principal

Appendix 1

Sponsorship Checklist

Schools should request a sponsorship proposal and it should be assessed to ensure it complies with current DOE Sponsorship and guidelines.

The checklist can help identify any possible risks associated with the sponsorship activity. If the proposal does not provide adequate information to make an assessment, and the sponsorship is worth considering, further written information should be requested.

The sponsorship proposal aligns with the school's sponsorship policy.	Yes/No
The sponsor represents a reputable organisation and is consistent with the ethos and values of the school.	Yes/No
The type of products or services the sponsor markets and the marketing methods used are consistent with the ethos and values of the school.	Yes/No
The sponsorship positively enhances the schools image and there is no possibility of damage to the school's reputation and image.	Yes/No
There is a sponsorship agreement with: <ul style="list-style-type: none">• clear rationale of purpose of sponsorship• defined roles and responsibilities• clearly articulated terms and conditions• benefits for all parties• the duration of sponsorship• termination conditions and• evaluation	Yes/No
The sponsorship agreement does not imply that a product or service is recommended by the school.	Yes/No
School Board has approved the sponsorship agreement.	Yes/No
Privacy of students, their families and school staff is not compromised by the proposal.	Yes/No
The relationship between the school and sponsors is conducted in a transparent manner and would be able to stand up to public scrutiny and maintain public trust.	Yes/No
The sponsor has provided details on how the funds are to be spent.	Yes/No
The extent of acknowledgement provided to sponsors is consistent with the level of sponsorship.	Yes/No
Acceptance of the sponsor's products or services will not give the sponsor exclusive rights in relation to the school or student activities.	Yes/No
Educational materials provided as part of a sponsorship are clearly identified as being those of the sponsor.	Yes/No
Other corporate connections to the sponsor will not damage the school's reputation and image.	Yes/No
An evaluation process at the conclusion of the sponsorship has been developed.	Yes/No
The sponsor has adequate insurance cover.	Yes/No
A financial viability check has been conducted and there are no potential financial risks identified.	Yes/No
There is no conflict of interest and no personal benefits can be received by school staff and school board members.	Yes/No