



INTEGRITY. INITIATIVE. RESPECT.
GLOBAL EMPATHY.

Glen Waverley Primary School

Established 1960

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Advertising Policy

(Ratified by School Council: August 2025)

PURPOSE:

To assure that the school engages ethically in advertising and sponsorship arrangements.

As a part of building a learning community the school aims to engage in supporting the local school community but is conscious of maintaining a clear separation between promotional advertising and the distribution of school-related information.

GUIDELINES:

- Advertising is to be aimed at parents and not to solicit actions from students without the direct authority of their parent or the school.
- All advertisements and associated promotional materials are to be included in a specifically designated section of the school newsletter. These advertisements are not to be included in the educational section of the newsletter.
- Advertising materials that do not fall within the parameters of the “Advertising” section of the newsletter will be given the option of being placed on a School Community Notice Board.
- All advertisements are to follow the “Advertising Compliance Checklist” and must be authorised by the Principal.
- The School will not engage in advertising which involves: political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, and organisations involved in offensive or inappropriate activity.
- The schools should also take into account the values and views of the school community, the type of organization, and the consequences of advertising products such as junk food and cosmetics.

Digital Advertising and Classroom Technology

Scope & Definitions

- Digital advertising includes any commercial content, such as video pre-rolls, banner ads, sponsored messages or algorithm-driven promotions, that appears in digital platforms (e.g., YouTube, Google, educational apps or websites) accessed by students during instruction or school activities.

Prohibited Practices

- Staff and students must not access or present any digital platforms that feature advertisements during live instruction or approved screen time, unless approved by the Principal.
- Any use of social media, video streaming or informational websites must be restricted to ad-free, education-focused versions (e.g., ClickView, ad-free subscriptions, school-licensed platforms).
- Staff must disable or bypass any automatic ad loading features whenever possible or use safe, ad-free alternatives.

Monitoring & Enforcement

- Teachers are responsible for ensuring that any digital platform used during class, displays only educational content, with no visible or embedded commercial advertisements.
- Parents of student participating in the 4-6 BYOD iPad program and strongly recommended to ensure that their child's settings restrict or block commercial, programmatic advertising.

Review and Updates

- The school will periodically review approved platforms, monitor new modes of digital advertising intrusion and update this policy to address emerging technologies or advertising strategies.

RELATED LEGISLATION:

Education and Training Reform Act 2006

Occupational Health and Safety Act 2004

DE Acceptable Use Agreements and Consent

[Acceptable Use Policy for ICT Resources: Overview | education.vic.gov.au](https://www.education.vic.gov.au/acceptable-use-policy-for-ict-resources/overview)

Technologies and ICT Services

[Technologies and ICT Services: Policy | education.vic.gov.au](https://www.education.vic.gov.au/technologies-and-ict-services/policy)

Information Security

[Information Security: Policy | education.vic.gov.au](https://www.education.vic.gov.au/information-security/policy)

Digital Technologies – Responsible Use

[Digital Technologies – Responsible Use: Policy | education.vic.gov.au](https://www.education.vic.gov.au/digital-technologies-responsible-use/policy)

Related Policies

[Information and Communication Technology \(ICT\) Appropriate Use Policy](#)

POLICY EVALUATION:

Evaluation will be conducted every two years by the Policy Review (Education) Sub Committee of the School Council.

DUE DATE FOR REVIEW:

Due for review in July 2027.