

Advertising Policy

(Ratified by School Council: August 2020)

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 aimed at engaging in soliciting 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.
- There will be an agreed time limit for advertisements placed on the board of no more than 6 weeks.
- All advertisements are to follow the “*Advertising Compliance Checklist*” and must be authorised by the Principal or Office Manager.
- 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.

RELATED LEGISLATION:

Education and Training Reform Act 2006

Occupational Health and Safety Act 2004

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 2023.