



Department of
Education

INCOMING SPONSORSHIP TO SCHOOLS POLICY

EFFECTIVE: 5 JULY 2016

VERSION: 4.1 FINAL

1 POLICY STATEMENT

Incoming sponsorship to a school is for purposes of furthering the interests of the students and educational programs of the school, and enhancing the standing of the school and its relationship with the community.

2 POLICY RULES

The *Document for incoming sponsorship to a public school* must be used for all sponsorship agreements between schools and organisations.

If the *Document for incoming sponsorship to a public school* is not used in its entirety the principal must obtain legal advice from the Department or State Solicitor's Office for any amendment.

The principal must forward a completed and signed copy (via email) of the *Document for incoming sponsorship to a public school* to the Director, Strategic Procurement for registration within two weeks of the final signature.

The principal cannot agree to a sponsor's logo being included on any items of clothing required to be worn by students.

The principal must confirm that staff members do not receive a personal benefit from Sponsorship agreements.

Guidance

Under the Regulations an arrangement under the value of \$500 does not need to be in writing. However, good administrative practice requires that a record of the arrangement be kept.

The limitations on arrangements under regulation 51 of the School Education Regulations 2000 specifically prohibit sponsorship arrangements from compelling or influencing students.

Further, it is unethical to require students to personally market, promote or display products, brand names and/or logos as part of sponsorship arrangements between schools and corporate and other enterprises. Inclusion of sponsor logos/brands on clothing required to be worn by students in particular diminishes the:

- *most prominent visual representation of the individual school and of public education across Western Australia;*
- *sense of pride and belonging to a school, and the feeling of equality;*
- *sense of discipline associated with upholding standards of dress and behavior;*
- *considerable investment by the community in the design of the school clothing/dress/uniform and upholding of the associated policy; and*
- *importance of schools being seen as places of learning rather than as commercial enterprises.*

The Sponsorship Agreement in the Document for incoming sponsorship to a public school is signed according to approved delegations (see page 10 of Document for incoming sponsorship to a public school).

3 RESPONSIBILITY FOR IMPLEMENTATION AND COMPLIANCE

Implementation of this policy in individual schools is the responsibility of the principal.

Monitoring compliance with this policy is the responsibility of the Director, Strategic Procurement.

4 SCOPE

This policy applies to all principals.

5 DEFINITIONS

SPONSORSHIP

The purchase of the right to associate a sponsor's name, products or services with a school in return for negotiated benefits. Sponsorship is an arrangement providing for a distinct two-way return of benefits. Sponsorship is not a donation or a gift, which is a gratuitous transfer of money, goods or services to a school that places no obligation on the school to provide anything in return to the donor.

6 RELATED DOCUMENTS

RELEVANT LEGISLATION OR AUTHORITY

School Education Act 1999 (WA)

School Education Regulations 2000 (WA)

OTHER DOCUMENTS

Document for incoming sponsorship to a public school

Delegations database

7 CONTACT INFORMATION

Policy manager: Director, Corporate Communications and Marketing

Policy contact officer: Director, Corporate Communications and Marketing
T: (08) 9264 5233

8 REVIEW DATE

12 May 2018

9 HISTORY OF CHANGES

| Effective date | Last update date | Policy version no | Ref no | Notes |
|------------------|------------------|-------------------|-------------|---|
| 30 November 2012 | 1 January 2001 | 2.0 | | The policy supersedes the <i>Sponsorship</i> policy. Original policy split into policy and procedures documents. Approved by Corporate Executive 16 November 2012 D12/0812988 |
| 30 November 2012 | 2 July 2013 | 2.0 | D13/0342520 | Guideline added to Policy Rules as per D13/0267266. Noted by Policy Subcommittee 5 June 2013 and by Corporate Executive 21 June 2013. |
| 2 September 2014 | 2 September 2014 | 3.0 | D14/0412066 | Additional policy rule and guidance relating to sponsor's logo endorsed by Director General 25 July 2014. |
| 12 May 2015 | | 4.0 | D15/0155853 | Amendment to policy rule endorsed by Director General at Corporate Executive on 1 April 2015. |

| | | | | |
|-------------|--|-----|-------------|--|
| 5 July 2016 | | 4.1 | D16/0257772 | Addition of policy rule on personal benefits from Sponsorship agreements endorsed by Director General at Corporate Executive on 27 May 2016. |
|-------------|--|-----|-------------|--|