**FLOREAT PARK PRIMARY SCHOOL**

**COMMUNITY SPORTING GROUPS ADVERTISING GUIDELINES**

Endorsed 27 April 2018. Review Date: March 2018

**RATIONALE**

Floreat Park Primary School has a close relationship with many community sporting groups and clubs (“Clubs”) in the local area. These Clubs rely on access to the School to attract new and previous members to their sports and Clubs, and many support Floreat Park Primary School branded teams.

Floreat Park Primary School actively supports students being involved in sports and local clubs. This guideline outlines how these groups and clubs can promote themselves within the School.

**GUIDING PRINCIPLES**

This guideline seeks to:

* Provide clear and consistent rules for Clubs to promote themselves within the School
* Ensure that all groups and clubs have fair and equal access.
* Ensure that parents do not receive too many emails and messages.

**SCHOOL COMMUNICATION CHANNELS**

**Notice Boards**

Floreat Park Primary School has two Notice Boards where flyers can be posted to:

1. Electronic flyers in pdf format can be posted on the School website on the Community Notice Board for Clubs. Please contact the School office or email floreatpark.ps@education.wa.edu.au to arrange an electronic notice to be posted.
<http://www.floreatparkps.wa.edu.au/parents-community/community-noticeboard/>

The information posted in the online notice board will also be highlighted in the school newsletter.
2. There are three physical notice boards located outside the staff room, in the outdoor learning area, BER building and Pre-primary. Printed flyers may be posted there with permission from the School. Club representatives will need to enquire at the School Administration Office for instructions.

All information from both notice boards will be removed at the end of each term, or when no longer relevant.

**School Newsletter**

Flyers and information will, in general, not be included in the school newsletter.

However, a link to the community notice board for each new club added to the online Community Notice Board will be included in the fortnightly newsletter. For example,



The School may, at its discretion, include notices in the newsletter that they feel are in the interests of parents. For example, this may include school representative sports, Department of Education supported sports programs, State based competitions, programs operated on school premises, etc.

**Flexibuzz messages**

The school will, in general, not send out individual notices for Clubs via Flexibuzz.

Clubs may send in a short description by the end of Week 2 of each term which will be included in one joint Flexibuzz message in Week 3. Descriptions should be emailed to floreatpark.ps@education.wa.edu.au.

Clubs must include the Club name and a short description (max. 280 characters) about their club and a link to more information - this could be to the Club’s website or to the flyer on the Community Notice Board. The School reserves the right not to publish information.

**Flyers**

Printed flyers will not be permitted to be distributed directly to students or placed around the School, except for the designated noticeboards. However, with permission from the class teacher, Club representatives may request to place flyers in the classroom noticeboard.

Under no circumstances should flyers be posted on buildings, windows, walls and doors around the school.

**Promotion at Assemblies**

In general, promotion of Clubs at School assemblies is not permitted unless it is linked to a school program.

The School is happy to highlight outstanding student or team achievements. Please contact the School if you have an outstanding mention. It will be at the School's discretion as to whether they will make mention of any achievements at Assembly.

**Opportunities to be involved in the School sports program**

The School may, at its discretion permit Clubs to support the School sports program. Please contact the School for more information.

**P&C COMMUNICATION CHANNELS**

**FaceBook**

Floreat Park Primary School has a Facebook page run by volunteers of the P&C. Information can be emailed to communications@fppspc.com.au and will be posted at their earliest convenience. When requesting a FaceBook post, Clubs need to provide the following information:

* A short ‘blurb’ for the FaceBook post in TEXT. We will paste exactly what you have sent us into the FaceBook post
* A link if applicable
* Image/s if applicable of type JPG, GIF or PNG, as an attachment to the email
* NOTE - we cannot upload a PDF document into a FaceBook post and we are not able to create a post from the content of a PDF on your behalf

**eNewsletter**

The P&C will also include the same information in their eNewsletter if requested, however there are only 4 newsletters published per year - one each term, approximately in the middle of the term. Please contact communications@fppspc.com.au to organise inclusion.

**Class reps**

Class reps should not be asked to distribute information.