

## Rationale

Hazel Glen College recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider College community.

## Aims

To provide an opportunity to promote and improve educational outcomes that support the achievement of government and College goals and objectives.

## Definition

Sponsorship is generally defined as an investment in either cash or kind which results in benefits to the sponsoring and sponsored party.

## Implementation

### 1. Sponsorship Approval

- 1.1. The College Principal, College Council President and College Council Treasurer will investigate and negotiate all potential sponsorship and advertising arrangements.
- 1.2. The College Council will be provided with details of any sponsorship or advertising proposals and seek College Council approval before finalising any partnership arrangements. Any pecuniary interests by College councillors must be declared to College Council at the time of the submission of the proposal.
- 1.3. All sponsorship and partnership arrangements will be considered on merit and decisions will be made on an individual basis.
- 1.4. In considering a sponsorship or advertising arrangement the College Council will consider the Checklist for Sponsorship as outlined in the Victorian Government College Reference Guide.

### 2. Guidelines

- 2.1. Sponsorship and advertising will be with organisations and companies where a clear and demonstrable benefit for the students and the College's programs can be guaranteed.
- 2.2. Sponsorship and advertising arrangements must take into account the values and views of the College community as well as the College policies.
- 2.3. Sponsorship and advertising 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 College to align themselves with. Consideration will be given to:
  - the type of products or services the organisation markets
  - the marketing methods the organisation employs
  - the impact its products and processing have on issues such as the environment
  - its public image as an employer, acceptability to the community and general reputation as a business.
- 2.4. 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.

- 2.5. Arrangements must not be entered into with companies that seek information from the College that would contravene the Information Privacy Act 2000 or the Health Records Act.
- 2.6. Sponsorship arrangements that contain restrictions regarding the College's ability to purchase goods and services freely, or restrict the College's ability to make choices in any way, will be avoided.
- 2.7. Each individual sponsorship relationship will be monitored and maintained by the Principal or his/her representative.
- 2.8. Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.
- 2.9. Each individual sponsorship arrangement will be reviewed on an annual basis.
- 2.10. Sponsorship and advertising should not generate pressure on children, families or Colleges to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

### Related Policies / Documents

Information Privacy Act 2000

Health Records Act

<http://www.education.vic.gov.au/school/principals/spag/community/Pages/sponsorship.aspx>

### Evaluation

This policy was created in Term 3 of 2017

This policy will be reviewed as part of the College's review cycle