

NORTH FREMANTLE PRIMARY SCHOOL DONATIONS and SPONSORSHIP



BACKGROUND:

From time to time the school is approached by private businesses or organisations to:

- advertise throughout the school or at a school event;
- seek naming rights for an event or item;
- promote a particular brand or product;
- offer a donation or provide sponsorship of the school in some form;

this policy is to aid the School Board and the P&C in the decision making process before accepting offers.

SHARED DECISION-MAKING PROCESS:

Is this request related to sponsorship, donation or fundraising?

The definitions below provided by the Department of Education may assist all parties to use the correct terminology and follow the correct process.

Sponsorship is a two way partnership where the school provides contributions (benefits) to the sponsor and the sponsor provides contributions (benefits) to the school. The benefits may be financial (cash) or non-financial (in-kind). Refer to following questions before entering into a formal sponsorship agreement as outlined by the [Incoming Sponsorship to a Public School policy](#).

Donations is where one party gives something to another party with no expectations, eg a local business donates a student prize and does not expect the school to acknowledge the donation. You do not need a sponsorship agreement for donations. Refer to the following questions before accepting the donation.

Fundraising is usually undertaken by P&Cs and is a deliberate strategy to raise funds which can then be given to the school to purchase items such as equipment, and library resources.

QUESTIONS TO CONSIDER:

Does the offer align with our School Business Plan?

- vision
- purpose
- values
- priorities
- targets



Does the offer build the image and reputation of North Fremantle Primary School?

Is this offer in line with North Fremantle Primary School's purpose as a public school under the School Education Act (does not breach any Government of Department Policies)?

- must not adversely affect, or be likely to adversely affect the safety, health, welfare or best interests of the students at the school;
- must not require the school or any member of staff of, or student at, the school or the department to endorse, recommend or promote any goods or services;
- to make the arrangement conditional upon student participation in an activity (unless directed by the Minister, the chief executive officer or the principal);
- must not restrict competition or require or lead to the exclusive supply by the advertiser or sponsor of goods or services to the school;
- must not enable the distribution of materials promoting or endorsing any particular denomination or sect or any political party.

Education Act, Division 7 – Advertising and Sponsorship

Note: If there is more than one party making an offer to the school, preference is given, where possible, to the provider who has a connection to the school community. This directly reflects our School Business Plan Priority 3, Building a Positive School Culture and Strong Partnerships.