

Sponsorship and Victorian Government Schools

Sponsorship Principles

The following Sponsorship Principles should guide conversations with school councils and school communities and decision making when assessing potential sponsorship arrangements.

While the principles have been divided into those that apply to schools and those that apply to sponsors, it is intended that both schools and organisations take note of both sections.

Principles for schools

The Department of Education and Early Childhood Development supports appropriate relationships with organisations, individuals, business and other government agencies in relation to sponsorship arrangements. These arrangements must be consistent with the principles, vision and goals for public education and derive benefits for the education of all students and support of teachers.

All sponsorships will support the school's goals and objectives and increase the effectiveness of the school's strategic programs.

Sponsorships should be used to enhance educational programs and not to displace other funding arrangements on which the school depend.

Sponsorship programs and/or activities should contribute either directly or indirectly to the quality of students learning.

Sponsorship agreements should only be negotiated with organisations whose public image, products or services are consistent with the ethos, values and policies, of the school and its community, and the Department.

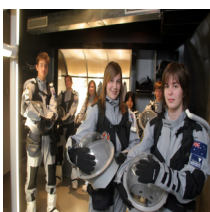
The sponsorship arrangement will build and foster relationships with key stakeholders.

Sponsorships should operate within school on equity. All sponsorships should aim to give all students and schools the opportunity to participate in the sponsored activity.

Sponsorship activities should be compatible with good educational practice. Time and resources allocated to these activities should be consistent with school priorities and the overall educational program.

Participation in sponsorships should not generate undue pressure on children, families or schools to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action.

Sponsorships should not involve endorsement of products or services by the school.



Acceptance of a sponsor's product or service should not be a condition of an individual student's participation in sponsored activities.

Principles for sponsoring organisations

Sponsorships should take into account the equity policies of the Victorian Government. Sponsorships should aim to give all schools, students and families the opportunity to participate.

Sponsorship should avoid placing undue pressure on children, families or schools to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action.

Organisations should not seek endorsement of their products or services as a condition of a sponsorship.

Any educational materials provided as part of a sponsorship should be clearly identified as being those of the sponsor.