



## Sponsorship Policy

### PURPOSE

The purpose of this policy is to set out expectations for Rangeview to assess sponsorship opportunities and the associated reporting and authorising requirements, consistently with whole of Victorian government sponsorship policies.

### DEFINITION

Sponsorship is when the sponsor provides a contribution of money or in-kind support in return for certain specified benefits, such as logo placement, or public acknowledgement. Sponsorship is therefore not philanthropic and is not a donation.

The individual, group or business that provides the support is known as a sponsor, and the rights or benefits typically relate to the sponsor's own reputation management or communication objectives.

- Incoming sponsorship is where an external organisation provides financial or in-kind support for a school initiative, event or program.
- Outgoing sponsorship is where a school provides financial or in-kind support to an external organisation for their initiative, event or program.

### POLICY

Rangeview will only engage in sponsorship activities if the potential activity meets one or more of the whole of Victorian government Principles for Sponsorship set out below. Schools can receive sponsorship (incoming) or provide sponsorship (outgoing).

Principles for sponsorship:

- promotes and improves educational outcomes
- supports school goals and objectives
- increases effectiveness of Departmental strategic programs
- engages or builds relationships with key stakeholders
- communicates key messages to specific audiences within the community

Rangeview school staff or school council members assessing a sponsorship application must act in a way that is ethical, ensuring the opportunity is competitive for all who want to participate and must not enter into a sponsorship deal with an organisation or individual that would harm the school or Department's reputation.

When Rangeview receives sponsorship:

for \$25,000 or less the school will seek approval from the school council and finalise the agreement with the Agreement Letter.

above \$25,000 the school will seek in principal support from School Council and then approval from the Regional Director and Executive Director, Communications

If Rangeview is approached with requests to advertise state-wide or country-wide promotions (for example, from supermarkets) to their school community need to refer the request to the Communications Division of DET.

## ACKNOWLEDGEMENT

If a business seeking sponsorship is offering a package of benefits that includes public acknowledgment of the sponsorship, there may be an opportunity for the school to negotiate what is on offer.

Acknowledgment of the sponsor must be in a form that positively enhances education outcomes and the public image of the Department and school must be considered at all times.

Acknowledgement should not be seen to endorse the sponsor, their services or products. Examples of appropriate acknowledgement are provided below.

### Incoming sponsorships

Acknowledgement can include:

- placement of a plaque or notice in a format that has the prior approval of the sponsor for the duration of a sponsored activity or for an agreed period of time
- public display at functions of temporary signage acknowledging the sponsorship
- acknowledgement of the sponsorship in newsletters (for example, advertisement) or speeches
- a letter of appreciation to the sponsor
- inclusion of a by-line, forward or advertisement from the sponsor in a school's prospectus, magazine or other publication
- attendance by the sponsor at school functions and an opportunity to make an address or present an award

### Outgoing sponsorships

A typical package for outgoing sponsorship can include:

- public acknowledgements
- logo placement and signage
- speaking engagements
- social media posts
- advertising

## APPROPRIATE ACTIVITY

Rangeview will not engage in sponsorship that is inappropriate, either through association or activity. The following activities or organisations must not be considered for sponsorship:

- activities aimed at delivering or replacing core services to schools delivered by third parties such as, for example, cleaning or IT
- activities or sponsorship partners whose values, products, purposes or objectives are inconsistent with the Department's policies, values, priorities or objectives
- political parties, tobacco companies, gaming venues, companies involved in the sale or promotion of alcohol, or involved in the sale or promotion of firearms
- companies that encourage unhealthy food choices by young people
- religious organisations or religious activities
- unregistered charities and not-for-profit organisations, including those not registered with the Australian Charities and Not-for-profits Commission (ACNC)
- School Banking Programs provided by Authorised Deposit-taking Institutions. Refer to the Financial Literacy policy for further information.
- organisations or companies that are financially unsound or unstable
- agencies with inspectorial or regulatory powers over the Department
- any activity or organisation seeking for the Department to directly endorse or promote its products or services
- any activity in breach of the Code of Conduct for Victorian Public Sector Employees.

Commercial organisations can be considered for incoming sponsorships if the organisation is not associated with an inappropriate activity listed above.

For outgoing sponsorships, schools should not sponsor any commercial organisations (excluding media organisations).

## ETHICAL BEHAVIOUR & FAIR DEALING

School participation in sponsorship (including those with advertising) should not place undue pressure on employees, parents, students or school communities to purchase particular goods or services, subscribe to particular beliefs or attitudes, or undertake certain activities or actions.

All school staff and school council members involved in making decisions about or managing sponsorships must behave ethically and fairly and:

- declare and avoid conflicts of interest (refer to DET Conflict of Interest)
- refuse gifts, invitations to events and functions, or other favours if offered as part of sponsorship negotiations (refer to DET Gifts, Benefits and Hospitality)
- maintain confidentiality with respect to commercial-in-confidence, intellectual property issues, matters under negotiation and any other confidential information
- maintain high standards of transparency and accountability
- must not provide names or addresses of Departmental, school or agency employees or school council members or students and their families to an organisation or business as a benefit of sponsorship
- comply with the Code of Conduct for Victorian Public Sector Employees

## COMMUNICATION

This policy will be communicated to our school community in the following ways

- Provided to staff at induction and included in staff handbook/manual

- Discussed at staff meetings/briefings as required
- Made available publicly on our school website
- Made available in hard copy from school administration upon request

## FURTHER INFORMATION AND RESOURCES

The Department's Policy and Advisory Library:

- [Sponsorship](#)
- [Advertising](#)
- [Conflict of Interest](#)
- [Finance Manual — Financial Management for Schools \(see Section 9.8 Locally raised funds — Sponsorship\)](#)
- [Gifts, Benefits and Hospitality](#)
- [Partnerships and collaboration with other schools](#)
- [Philanthropic Partnerships](#)
- [School Communications Toolkit: Media Relations](#)
- [Victorian Government Sponsorship Policy: Relevant Legislation and Policies](#)

## POLICY REVIEW AND APPROVAL

Policy last reviewed	May 2022
Approved by	Principal
Next scheduled review date	2025