

Scarborough Primary School



Strive

Sponsorship and Donation Policy

Version 1.1 Effective 23 November 2017

1. Donations

- Any business, person or organisation is free to offer a donation of any value to Scarborough Primary School.
- Such a donation can be made for a special purpose or for the general use of the school.
- A donation to Scarborough Primary School is considered a gift to the school and the school is under no obligation to acknowledge the donation or provide any recognition or benefit to the donor.
- While under no obligation, Scarborough Primary School may recognise and thank donors for their support in the school newsletter or in other forums.
- Donations and offers of donations, may be made to the School Principal and / or to the School Board directly.
- All donations and offers of donations will be considered for acceptance by the Board to ensure they are appropriate, of benefit to the school and meet Department of Education policy.
- If the donation is from a business, the Board should ensure the organisation is a reputable business and the product or service associated with the business is compatible with the school's ethos and value system.
- Donations will be accepted or declined by the Board on behalf of the School.

2. Sponsorship

- Sponsorship is a negotiated agreement between a sponsor and Scarborough Primary School that offers identifiable tangible benefits to both parties.
- Sponsorship may be made in cash or kind.
- All sponsorship arrangements made with Scarborough Primary School will be compliant with regulations under the *School Education Act 1999 (WA)* and the *School Education Regulations 2000 (WA)* specifically sections 50 - 53.

50. Arrangements, form and duration of

(1) The Minister may enter into an arrangement that has effect for up to 5 years.

(5) An arrangement that has a value of \$500 or more must be in writing.

51. Arrangements, limitations on content of

An arrangement —

- (a) *must not adversely affect, or be likely to adversely affect the safety, health, welfare or best interests of the students at the school; or*
- (b) *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; or*
- (c) *must not enable a party to the arrangement other than the Minister, the chief executive officer or the principal, as is relevant to the case —*
 - (i) *to invite students to participate in an activity; or*
 - (ii) *to make the arrangement conditional upon student participation in an activity;**or*
- (d) *must not provide for any student at the school to participate in an activity unless the student chooses to do so; or*
- (e) *must not restrict competition or require or lead to the exclusive supply by the advertiser or sponsor of goods or services to the school; or*
- (f) *must not promote, or enable the distribution of, goods or services to the school or to any member of staff of, or student at, the school if the consumption of the goods or services is likely to —*
 - (i) *conflict with the ethos and values of the school; or*
 - (ii) *otherwise adversely affect the school's reputation;**or*
- (g) *must not enable the distribution, to students at the school, of materials promoting or endorsing any particular denomination or sect or any political party.*

52. Naming rights in arrangement

- (1) *An arrangement must not provide for the right to name —*
 - (a) *the school; or*
 - (b) *an educational programme of the school.*
- (2) *An arrangement may provide for the right to name —*
 - (a) *a facility at the school, including a building or an oval; or*
 - (b) *a school activity held at or by the school, including a concert, sporting event, carnival or competition; or*
 - (c) *a prize, scholarship or award to be given to a student at, or member of staff of, the school.*

53. Teaching materials provided under arrangement

Teaching materials provided under an arrangement are not to be used at the school unless they are clearly identified as being provided under the arrangement.

3. Sponsorship Process

- Offers of sponsorship must be made to the Principal and / or the Board of Scarborough Primary School for consideration by the full Board using the *Proposal to form a Sponsorship Agreement with Scarborough Primary School* document.
- From time to time the Board may identify possible opportunities where sponsorship maybe appropriate, and will actively solicit sponsors.
- Sponsorship opportunities under consideration will be put to the Board for approval and will be accompanied by appropriate summaries including;

- sponsor or sponsors
 - proposed sponsorship value and benefits to the School by the sponsor
 - value or benefits offered by the School to the sponsor
 - terms of the arrangement.
- Scarborough Primary School Board will consider sponsorship proposals on a case-by-case basis with reference to: benefit to the School; appropriateness of sponsorship to school strategy; reasonably foreseeable risks; sponsors reputation; appropriateness; and alignment with school ethos and values.
 - Factors to be considered in determining the appropriateness of sponsorship arrangements include:
 - Whether the sponsor has a family or guardian link to a school student
 - Whether the sponsor is a local community member
 - Whether the sponsor is a reputable business
 - Whether the product or service associated with the sponsor is of high quality and compatible with the school's ethos and value system.
 - Sponsorship arrangements will be considered with reference to related legislation and Education Department's *Document for Incoming Sponsorship to a Public School*.
 - The Board may choose to refer some sponsors to negotiate arrangements via the Scarborough Primary School P&C, rather than directly with the School.
 - Board decisions with regards to sponsorship will be minuted and sponsors advised in writing of decisions.
 - For sponsorship arrangements over \$5000 Department of Education *Document for Incoming Sponsorship to a Public School* will be completed and presented to the Minister for approval.
 - All sponsorship arrangements will be confirmed in writing and clearly state expectations of both parties.
 - The Principal will be responsible for coordinating with sponsors regarding delivery of agreed benefits.
 - Sponsorship arrangements will be monitored and reviewed by the Board and sponsor as appropriate to ensure both parties are meeting obligations. Issues or concerns regarding sponsorship arrangements will be addressed promptly by the Board.
 - Sponsorship arrangements will be assessed on completion to evaluate benefit to School and sponsor.
 - Where a School Board member is party to a sponsorship proposal they will declare this at the board meeting and withdraw from the decision making process. This will be recorded through the normal board minute processes.

4. Board Expectations of Scarborough Primary School P&C Sponsorship Agreements

- Sponsorship arrangements may be negotiated between sponsors and the Scarborough Primary School P&C that offer identifiable tangible benefits to both parties.
- Sponsorship maybe made in cash or kind.
- The Scarborough Primary School P&C must discuss any sponsorship offers with the Principal and School Board Chair before accepting any offers of sponsorship.

- Any sponsorship arrangement entered into by the Scarborough Primary School P&C should reflect the intent of the School Education Act 1999 (WA) and the School Education Regulations 2000 (WA) sections 50-53, and:
 - Not adversely affect, or be likely to adversely affect the safety, health, welfare or best interests of the students at the school.
 - 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.
 - Not allow any party to the arrangement other than the Minister, the chief executive officer or the Principal (as is relevant)
 - to invite students to participate in an activity
 - to make the arrangement conditional upon student participation in an activity.
 - Not provide for any student at the school to participate in an activity unless the student chooses to do so.
 - Not restrict competition or require or lead to the exclusive supply by the advertiser or sponsor of goods or services to the school.
 - Not promote, or enable the distribution of, goods or services to the school or to any member of staff of, or student at, the school if the consumption of the goods or services is likely to
 - conflict with the ethos and values of the school
 - otherwise adversely affect the school's reputation.
 - Not enable the distribution, to students at the school, of materials promoting or endorsing any particular denomination or sect or any political party.
 - Not provide for the right to name
 - the school
 - an educational programme of the school.
 - An arrangement may provide for the right to name
 - a facility at the school, including a building or an oval
 - a school activity held at or by the school, including a concert, sporting event, carnival or competition; or
 - a prize, scholarship or award to be given to a student at, or member of staff of, the school.
- Scarborough Primary School P&C should consider sponsorship proposals on a case-by-case basis in consultation with the School Principal and keeping in mind benefit to the school, appropriateness of sponsorship to school strategy, reasonably foreseeable risks, sponsors reputation and alignment with school ethos and values.
- Factors to be considered in determining the appropriateness of sponsorship arrangements include:
 - Whether the sponsor has a family or guardian link to a school student
 - Whether the sponsor is a local community member
 - Whether the sponsor is a reputable business
 - Whether the product or service associated with the sponsor is of high quality and compatible with the school's ethos and value system.
- Any benefits offered to potential sponsors must be agreed with the school Principal and the Principal involved in the delivery of all sponsor benefits.

Endorsed by School Board: 22 November 2017

Proposed review date: September 2020

History of changes

Original document endorsed 1 September 2015

Last Update Date	Version No.	Notes
22 November 2017	1.1	Change to section 3 identifying process when a board member is party to a sponsorship proposal. Changes to letterhead formatting