DALKEITH PRIMARY SCHOOL SPONSORSHIP PRINCIPLES

DPS Board believes that:

1. DPS is adequately funded by the Education Department and well supported by the Parents and Citizens Association. DPS does not need to actively pursue additional forms of income to provide a high quality education to students.

2. Any association with a third party may affect the reputation of both DPS and the other party. DPS greatly values its reputation in the community, therefore any decisions regarding sponsorship, advertising or donations will reflect the School’s need, while enhancing and protecting its reputation. Any relationships DPS enters into must provide some tangible or educational benefit to the School.

3. Unless endorsed by DPS, students, staff and caregivers should be free from all commercial activities (ie. not be offered goods or services for sale) and free from requests for donations to third parties. For example, DPS can support a disaster appeal or a charity but these charities cannot come into the school or access the school population directly.

   Staff or parents can not seek to sell goods or services to others within the school environment, whether for personal gain or to support a third party organisation. For example, if the parent/staff member is selling food, books, for the benefit of themselves or a charity.

4. Students, staff and caregivers should be free from all third party advertising and promotion while at school/work or, within reason, during the course of School related activities (for example, accessing the DPS website), unless such advertising is deemed relevant to an educational outcome.

5. The Board is aware that access to students, staff and the school community is of significant value to third parties, including research and academic institutions, charities and “For Profit” and “Not for Profit” organisations. The Board, at its discretion, will only endorse third party relationships when it is deemed to be of benefit to the School and/or its community.

Overarching Position

- The default position of the Board is that DPS it will not allow third parties to access the school, its resources, students, staff or the caregiver community. This includes where a member of staff or parent is the third party (or acts an agent).

- DPS will not allow representations of the school (e.g. its name, logos or photos) to be used by third parties, nor will DPS release the names or pictures of its students, staff or caregivers, to be used by third parties for any purpose. (Within reason, third parties can display letters of thanks for supporting the school, but not display these on websites or otherwise use them to promote themselves, unless approved by the Board).

- The Board/DPS warmly welcomes donations by reputable persons/companies of funds, or of goods and services needed by the school, and will fully and warmly acknowledge the donation.
How we will engage with our community

- The Board encourages the school to actively engage with its local community.

- In the case of “Not for Profit” organisations, the Board may choose to provide support in the form of advertising (such as local sporting clubs, Rotary Club, Local Government, charities or events to be held in other schools by allowing brochures to be placed in the school reception or even posters in the school). Consideration will be made on a case-by-case basis. DPS may also choose to more actively promote these activities/organisations in the newsletter, website or through other means.

- In the case of “For Profit” organisations with good reputations, the Board supports sensible, low-key, promotion if the services or goods are relevant and of benefit to the school population. DPS may choose to allow an organisation to display advertising in regard to a donation or sponsorship when the event is for a short period of time and/or when outside school hours and/or does not reach students. For example, provision of a bouncy castle at an afterschool disco, equipment for an arts or sports production, food and drinks for a parent/staff only function.

- These advertising and promotion activities outlined above can be approved at the discretion of the Principal. The Board retains the responsibility and right to re-visit a decision by the Principal if it believes it contradicts any of the principles above. For significant new and/or long term sponsorship or advertising requests, approval of the Board is required.

- The Board will not enter into exclusive relationships at this stage.

- The Board must approve Significant Donations or Sponsorship: Donations to the school or sponsorship where the benefit overwhelmingly exceeds the ‘cost’ constitutes a significant donation. For example the donation of major assets of high value, such as buildings or ICT is being offered for a modest endorsement of the provider.