



St. Anne's

Primary School

60 KNEES ROAD, PARK ORCHARDS, VICTORIA 3114

POLICY: ADVERTISING

RATIONALE:

Throughout the year, business and individuals approach the school to distribute advertising material. The decision to promote such businesses needs to be based on clear principles.

AIMS:

- To inform parents and children of information relevant to their learning and/or development.
- The school will at all times do its best to support the publicity of non-profit community groups.
- Advertising material will be compatible with the overall educational program.

IMPLEMENTATION:

- Flyers will not be sent home except those relating to the children's learning and development or the promotion and/or support of non-profit community groups.
- The Principal and/or Parish Priest will make the final decision regarding inclusion and/or distribution of advertising material.
- The Principal and/or Parish Priest **MUST** see all material prior to being sent out to families.
- Advertisements placed in the school newsletter will be less than A4 size and at the discretion of the administration staff who are responsible for formatting the newsletter.
- If an advertisement for A4 size is requested this will be sent home as an attachment to the newsletter.
- No business is permitted to advertise on the school uniform or any school accessories.

- Each advertiser is to supply the advertisement or artwork to be used as well as the number of copies required where the advertisement is being sent home. The school will not be responsible for the photocopying of material.
- Any advertising that is displayed on school grounds or in any of the schools digital space will be consistent with this policy, except for sponsored advertising or programs approved by the Parish Priest and/or Principal.
- A footnote should be included in any advertising material through the school newsletter or digital media:
'St Anne's Primary School supports the promotion of non-profit and learning focused community groups, however is not responsible for the performance or service of these groups'. This message will be communicated through the school newsletter.
- Students should not be involved in door-to-door canvassing of advertising material. For safety reasons this will not be permitted by the school

EVALUATION:

Evaluation of the Advertising Policy will occur every four years or when necessary.

This policy was reviewed in 2019
The next review will be in 2023