PREAMBLE

This policy statement is intended as a guide for those individuals, groups and committees associated with Parade College involved in sponsorship and promotional activities with commercial and other outside organisations:

- to gain the greatest benefit from the possible educational opportunities to be obtained through the school's participation; and
- to avoid activities which are inconsistent with the ethos of Parade College.

In fostering links with commercial and business organisations, the Parade College community will bear in mind the educational reasons for the existence of Catholic schools. Decisions involving commercial sponsorship and promotional activities need to be made in the context of the values upheld by the Parade College community. As a Catholic community we need to be aware of the more limited purposes upon which commercial sponsorships and promotional activities are based and to be sensitive to the impact of their decisions on the wider community.

DEFINITIONS

For the purposes of this Policy, sponsorships and promotions are defined as:

COMMERCIAL SPONSORSHIP - The negotiated provision of funds, goods or services to students, teachers, schools or school sector in exchange for advertising, publicity or other benefits.

PROMOTION - a scheme or arrangement conducted by organisations which is intended for commercial or other benefit, and which involves and rewards students, teachers, schools or the school sector for participating in the scheme or arrangement.

PRINCIPLES

Two important principles should govern the policies of Parade College in its dealings with the wider community:

1. The development of cooperative and harmonious relationships with the local and wider communities is part of the gospel dimension of being open to all who wish to experience the Church in action.

2. The development of the whole person requires that Parade College deliberately fosters links with those outside the school to enhance the learning opportunities of all students, and to broaden their understanding of the world of work in which all Catholics are called to witness the Gospel of Jesus Christ.

BENEFITS OF COMMERCIAL ACTIVITIES TO PARADE COLLEGE

Parade College acknowledges the contribution of business to schooling by the provision of educational opportunities in such areas as:

- experiencing and researching different work environments and occupational pathways;
- investigating the full range of potential work roles, including the relationship between paid and unpaid work;
• exploring educational and training opportunities including subject choices and further study options within career pathways;

• analysing the structure and organisation of the labour market and particular workplace conventions in local, national and international settings; and

• analysing historical and projected change in the labour market and workplace.

Parade College acknowledges also the goodwill and support of business and commercial organisations in contributing in diverse ways to the fund-raising activities of the school and their particular involvement in special projects which impinge on the general activities of the specific business interests. Parade College does so in the full knowledge that such organisations use these contributions as a way of self-advertising and support this motivation by giving public acknowledgment such as references in newsletters and inserts in books.

GUIDELINES

The following specific guidelines are intended to assist Parade College Committees in the negotiation of commercial sponsorship and promotional activities.

1. Acceptable arrangements for commercial sponsorship and promotional activities are:
   • sensitive to the cultural composition of the Parade College community;
   • consistent with the Parade College Mission Statement, particularly in areas dealing with gender;
   • based on peace and justice criteria including;
     - aspects of morality such as respect for the law and the environment;
     - issues of justice such as exploitation of people in the process of production and fairness to other legitimate producers.

2. Commercial sponsorships and promotions should
   • be used to enhance educational programs and not to displace other funding arrangements on which Parade College depends;
   • be negotiated with organisations of which the public image, products or services are consistent with the ethos of Parade College;
   • be reached through negotiation. The agreement ought to specify the roles and responsibilities of individual parties, and the nature and level of the acknowledgment to be given to the sponsor;
   • aim to give all students the opportunity to participate in the sponsored/promoted activity;
   • be compatible with good educational practice. Time and resources allocated to these activities should be consistent with school priorities and the overall educational program;
   • not involve exclusive endorsement of particular products or services by schools;
   • be mindful of any potential impact on local small businesses;
   • not involve the use of logos, names or slogans on any pages of school letterhead or school correspondence, or on articles which form part of the school uniform;
   • not offer inducements which detract from the essential purpose of a charitable appeal as it relates to students;
   • not generate undue pressure on children, parents or Parade College to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action.
3. Acceptance of a sponsor's product should not be a condition of an individual student's participation in sponsored activities.

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

5. Students should not be involved in fund-raising activities connected with commercial sponsorships or promotions which involve door-to-door canvassing or the offer of prizes to individuals or groups raising the largest amount.

6. Money raised through commercial sponsorship and promotions can be used for capital and recurrent expenditure at the discretion of the Principal.

7. Parade College will monitor the impact of commercial sponsorships and promotions on its education programs.

8. Parade College will take into account the effect of commercial sponsorship on its individual Education Resources Index (ERI).

9. Parade College will develop, in consultation with Committees, a Sponsorship Register of relevant businesses/companies that may be approached for sponsorship of College activities or from whom advertising requests or sponsorship support will be accepted.

IMPLEMENTATION

With respect to the above statements and guidelines, all Parade College Committees are requested to give specific consideration to the following when organising sponsorship and/or promotional activities:

1. Committees must check the Sponsorship Register (held by the Deputy Principal) and seek approval from the Principal or Deputy Principal prior to approaching prospective sponsors.

2. That in considering requests/applications for sponsorship Parade family businesses, and local businesses would, where appropriate, be given priority.

3. The degree of exposure and therefore the impact of the advertising being undertaken.

4. The nature of any business seeking promotion vis a vis the Parade College Mission Statement.

5. The prohibition of advertising and/or promotional activities associated with gambling outlets, companies with poor environmental records and companies wishing to advertise alcohol, drugs or cigarettes.

6. Use of the standard pro forma letter (available on request from The Principal’s PA) for all requests for support from Parade College to business groups.

7. The Principal of Parade College retains right of veto for any advertising or sponsorship activities associated with Parade College. This includes the sponsorship and advertising activities of any groups that use the Parade College name in any way and/or groups that use any of the property owned by the Trustees.

8. Committees need to be sensitive to the issue of excessive demand on sponsors. Unless otherwise authorised by the Principal, sponsors should be approached once only in any given year.

9. Approval of the Principal or Deputy Principal must be sought before the addition of sponsors to the Sponsorship Register.

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