

SPONSORSHIP POLICY

POLICY CONTEXT:

St Brendan's is a Catholic day and boarding college for boys in the Edmund Rice tradition. The College is open to all who share the values of Edmund Rice Education Australia. We strive to create a community where we can all feel special, loved, heard and respected, and in which we are encouraged to live justly and with compassion for others.

Members of the College community will, from time to time, seek sponsorship income to assist with the costs of programmes, equipment and special events. The College is also approached periodically by organisations wishing to promote products and services to the College community. Whilst the College recognises that it is part of the wider community and that there are benefits to be derived from commercial partnerships with business, it is essential that any agreements entered into by staff or students are consistent with the Catholic ethos of the College and guided by the EREA Charter.

In making a decision about sponsorship, consideration should be given to the following principles.

POLICY PRINCIPLES:

This policy accords with the following guiding principles:

1. The soliciting and acceptance of sponsorship is recognised as a legitimate activity for the College community to undertake to supplement normal income streams for school activities.
2. Any sponsorship transaction must:
 - a. Accord with the Catholic ethos/EREA Charter and not compromise the values of the College.
 - b. Not interfere with or unduly influence the College's mission for teaching and learning.
 - c. Not require the endorsement of a product or service by members of the College community.
 - d. Be mutually beneficial to both the College and the sponsor and reconcile the sponsor's motivation for seeking out the opportunity, viz:
 - i. Gaining an edge over competitors in the marketplace.
 - ii. Achieving positive visibility with a view to increased sales.
 - iii. Generating favourable media interest and/or publicity.
 - iv. Demonstrating good corporate citizenship and/or commitment to community.
 - e. Be sensitive to the cultural composition of the College community and consistent with its policies on inclusiveness.
 - f. Be undertaken in a transparent and fair manner.
 - g. Comply with any and all relevant laws and within the terms of the policy and subordinate procedures as determined from time to time.
3. Any sponsorship arrangement should complement, and not replace, normal income streams dedicated for education purposes.
4. The College should ensure relative value is obtained for sponsorship offerings to ensure the integrity of all arrangements.



OBLIGATIONS:

Any sponsorship or promotional agreement must be consistent with other published policies of the College and be in line with guidelines established by bodies such as the Australian Taxation Office.


POLICY STATEMENT:

1. Sponsorship activity is permitted at St Brendan's College within the confines of this policy and subordinate procedures developed by the College Leadership Team from time to time.
2. As prescribed in respective Codes of Conduct, any member of the school community involved in sponsorship negotiations is expected to act with the highest integrity, honesty and ethics at all times.
3. In addition to legal and policy compliance obligations, any and all sponsorship activities should also be recorded and accounted for in a manner that enables proper openness and transparency for interested parties. Records of the transaction should be commensurate with the quantum or complexity of the proposed transaction.
4. Any person actively participating in school sponsorship procurement should ensure that any real or perceived conflict of interest are disclosed and declared from the outset.
5. Each sponsorship transaction should provide a net gain to the College in terms of income received compared to effort, resources or (apparent market) value provided afforded to the sponsor.
6. Sponsorship is not to be used to sustain the existence of an extra-curricular activity without explicit approval from the Principal (or delegate).
7. Any sponsorship or promotional agreement must not place undue pressure on students, parents, staff or the College to purchase particular products or services or to adopt particular beliefs, attitudes or courses of action.
8. All sponsorship proposals must be approved in the manner determined by the College Leadership Team, with the Principal having ultimate responsibility for sponsorship approval.
9. Under no circumstances will a sponsor be licenced or authorised to use the College crest or College motto in its advertising.
10. The College reserves the right to terminate or cancel a sponsorship should such action be deemed in the College's best interests.

POLICY SCOPE & IMPLEMENTATION:

This policy applies to all members of the College community:

1. Staff will:
 - a. Ensure they understand the College Sponsorship Policy;
 - b. Ensure that all relevant groups and individuals associated with the College are guided through the current guidelines before initiating sponsorship;
 - c. Take reasonable steps to protect the interests of the College and its community members by ensuring that no person puts themselves in a compromising position with respect to sponsorship.
2. Students will:
 - a. Not solicit or procure sponsorship benefits without reference to staff for policy guidance in the first instance.
 - b. Not feel obliged to align themselves to any particular sponsor, nor feel compelled to acquire goods and/or services from that sponsor.



3. Parents/Caregivers will:

- a. Not solicit or procure sponsorship benefits without reference to staff for policy guidance in the first instance.
- b. Not feel obliged to align themselves to any particular sponsor, nor feel compelled to acquire goods and/or services from that sponsor.
- c. Not feel obliged to offer or solicit sponsorship to/for the College. Any sponsorship offer is entirely voluntary based on the apparent value assessment by the sponsor.

4. The College Board will:

- a. Participate in the development, implementation and review of this policy.

DEFINITIONS:

For the purpose of this policy, “sponsorship” shall refer to the negotiated provision of funds, goods or services to students, teachers or the College in exchange for advertising, publicity or other benefits (source CECV Guidelines).

Signed:

Date: 2ND May, 2017



Board Chair:



Principal :

ADOPTED BY BOARD:02.05.17

DUE FOR REVISION: 02.05.19

ABOVE + 2 YEARS

REF NO- P1.7

