



MacKillop Catholic Primary School Mackay

Commercial Sponsorship/Advertising Policy

Approved: Feb 2020 | For Review: Feb 2022

Policy Statement

MacKillop Catholic Primary School will make a decision at its own discretion, to be involved in financial activity which promotes the business interests of other organisations, where that activity is in keeping with the values and mission of the school.

Description

Schools are approached with commercial sponsorship/advertising opportunities and activities from businesses numerous times each year. Eg. Woolworths Earn and Learn, Scholastic Book Club, NED Bullying show. This sponsorship takes the form of cash or prizes for collecting evidence of purchase or patronage of a particular business or service. The decision to participate in such activities will be based on the values inherent in the School's Mission Statement.

Implementation Issues

The values and mission of the school are promoted by the application of the following criteria in the decision-making process.

1. Competition among students, classes, staff and schools should not be promoted.
2. There should be reasonable, equitable reward for effort.
3. There should be no obligation for school community members to purchase products in order to support the school.
4. The reward or prize should be suitable for the school to support.
5. Careful consideration should be given to the impact on school personnel, resources and time.
6. Ethical awareness should be demonstrated in all aspects of the decision-making process.
7. Students shall not participate in promotions that require activities outside of school hours and / or premises.

Reflection Material

- Commercial Sponsorship/Advertising in Catholic Schools – Diocese of Sale.