



Advertising Policy

Ratified: 19th September 2017

Rationale

The school supports the promotion of local community services and events of importance and interest.

Aims:

- To ensure that all advertising material that is distributed by the school is of importance and/or interest to the community;
- Communication through the newsletter attachment, of small community based items is to be encouraged and incorporated where space permits.

Implementation

- No Payment for Advertising
Small local businesses with a community focus on services and programs may provide digital and hard copy ads for the newsletter and in leaflet form.
- Payment for Advertising
Commercial businesses advertising may provide digital and hard copy ads for the newsletter and in leaflet form. It will be at the Newsletter Manager's discretion to accept or reject requests based on the nature of the services or products. The Newsletter Manager will consult the Principal if unsure.
- The principal may approve of requests by organisations to place a real estate advertisement board on the school property. The number of boards, frequency of use and length of time the board will remain should all be considered, in addition to the school's ability to equitably grant such requests should other similar organisations seek to advertise at the same time.

Evaluation

This policy will be reviewed as part of the school's four-year review cycle.