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## **POLICY: Advertising Policy**

**PROGRAM LEADER: Michelle Smith / Elaine Brady**

**DATE APPROVED: March 2018**

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### **RATIONALE**

From time to time, people, organisations & businesses associated with the school – directly or indirectly – may wish to advertise in the school Newsletter, school notice-boards or by leaving pamphlets in the foyer. To protect the integrity of the school, advertising procedures should adhere to strict guidelines.

### **AIMS**

- To promote the school and the local community – either directly or indirectly
- To ensure that any advertising material associated with the school is consistent with its values and goals
- To provide guidelines for local businesses and other profit-making organisations
- To provide guidelines for ‘not-for-profit’ organisations and local community groups

### **IMPLEMENTATION:**

#### **For businesses and other profit making organisations:**

- The school marketing avenues (eg newsletter, noticeboards) will not contain paid advertising
- Organisations and businesses hiring Parkhill’s hall and grounds may advertise in the newsletter and other school marketing platforms free of charge
- Businesses which have benefited the school, either by providing subsidies or donations in kind, may be acknowledged in the school newsletter.

#### **For ‘not-for-profit’ community groups:**

- Not-for-profit’ community groups may advertise in the school newsletter
- All advertising material should be submitted to the office for review before inclusion or display
- All advertising material for inclusion in the newsletter should be submitted by midday Tuesday

### **Evaluation:**

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