

ADVERTISING POLICY

PURPOSE

From time to time, people, organisations and 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.

OBJECTIVE

- 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

POLICY

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.

Community groups with connections to the school may advertise in the school newsletter, at the Principal’s discretion.

If interested in advertising through Parkhill’s channels, please contact the office.

Approval will be dependent on the appropriateness and relevance to the Parkhill community and convergence with school values and philosophy, and at the Principal’s discretion.

Once approved, forward advertising material to the office for review before inclusion or display.

REVIEW CYCLE AND EVALUATION

This policy was last updated on September, 2019 and is scheduled for review in 2023.