

ADVERTISING POLICY



Help for non-English speakers

If you need help to understand the information in this policy please contact the office.

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.

Local secondary schools or pre-schools, government or independent, may advertise in the newsletter if the event or information is of benefit to the school community, at the principal’s discretion.

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.

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- Included in our staff handbook
- Made available in hard copy from school administration upon request

POLICY REVIEW AND APPROVAL

Policy last reviewed	September 2023
Approved by	Jo Jolly, Principal
Next scheduled review date	September 2027