Advertising Policy

Help for non-English speakers

If you need help to understand the information in this policy please contact the school office by phoning 03 9786 5197 or emailing Seaford.park.ps@education.vic.gov.au.

PURPOSE

Seaford Park Primary School's Advertising Policy sets out the protocols around external agencies advertising through our Newsletter, Facebook Page and distribution of flyers.

SCOPE

This policy applies to all external advertisers, broken into three groups, as follows:

1. Community groups who operate voluntarily and do not make a profit
2. Profit-making businesses and organisations who pay to use our facilities
3. Businesses who charge a fee and make a profit

There are three options for advertising:

1. Half page on the school newsletter
2. Post shared on our school's Facebook page
3. Flyers distributed to the students

Seaford Park Primary School will only advertise products and services that are of particular interest to our students and their families. Each advertisement will be considered by the Principal, and a decision made in relation to the appropriateness of each business or organisation.

- The attachment of extra leaflets to the newsletter will be permitted at no charge where they are of importance and / or interest to the community and are from community-based groups.
- Private advertisements will be permitted either within the newsletter, whereby the individual or company meets the following requirements.
  1. The company / individual is supporting the school either financially or through the donation of goods and/or services that will be of benefit to the school.
  2. Regular advertising material attachments are to be negotiated according to their frequency.
  3. The school advertiser agrees to pay the following rates:

Type	Group 1	Group 2	Group 3
Half-page in the school newsletter		$20 +GST	$25 +GST
Facebook post		$20 +GST	$25 +GST
Flyers		$30 +GST	$40 +GST

GST is charged at 10%

- This policy is to be made available to any prospective individual / company who wish to advertise, including on our school website.

POLICY REVIEW AND APPROVAL

Policy last reviewed	Term 1, 2024
Consultation	Finance Subcommittee – March 2024 School Council – March 2024
Approved by	Principal
Next scheduled review date	Term 1, 2027