

# Sponsorship and Fundraising Checklist for Schools and Parents and Citizens' Associations

## Introduction

This 3-step checklist is designed to assist schools assess appropriateness of sponsorship and fundraising proposals, determine the level of authorisation required for acceptable proposals and highlight ongoing responsibilities in relation to approved proposals. The checklist is not a replacement or summary of the Sponsorship Procedure which should also be referred to in full.

## Step 1 – Suitability

Please circle 'yes' or 'no' to following questions to assess appropriateness of the sponsorship or fundraising proposal.

1. Has the school community been consulted and endorsed the proposal?	Yes	No
2. Is the sponsorship or fundraising proposal from an organisation compatible with the ethos of public education? ( <b>Note:</b> Proposals from some types of organisations are not acceptable e.g. radical or religious organisations.)	Yes	No
3. Is the proposal consistent with the ethos of the department and the education of students? ( <b>Note:</b> Arrangements or advertisements that are discriminatory, obscene, degrading, sexual, violent or incite students or others to commit illegal acts are not acceptable.)	Yes	No
4. Has the school ensured that the initiative does not include the school receiving goods, incentives or commissions for sales of loans, mortgages, insurance, real estate or potentially high risk products?	Yes	No
5. Has the school ensured that the privacy of students, their parents/guardians and staff is not compromised by the initiative? <b>Note:</b> The school/department has significant legal obligations in relation to privacy in the <a href="#">Education (General Provisions) Act 2006 (Qld)</a> and <a href="#">Information Privacy Act 2009 (Qld)</a> .	Yes	No
6. Have you ensured that the initiative: <ul style="list-style-type: none"> <li>• does not involve the school or department 'endorsing' products or services?</li> </ul> <b>Note:</b> Legal obligations and potential liability may be attached to promoters, advertisers and suppliers of products. Schools must avoid attracting such obligations and liability. <ul style="list-style-type: none"> <li>• does not include the use of the school name or letterhead to promote an external product or service?</li> <li>• involves no commercial advertisements on school intranet or Internet lesson pages?</li> <li>• is not with political parties or organisations?</li> <li>• does not involve agreements with a commercial business where students use their school identification cards to access services provided by that company?</li> </ul>	Yes	No

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7. Is it clear in the proposal that: <ul style="list-style-type: none"> <li>• acceptance of a businesses' products or services is not a condition of sponsorship activities?</li> <li>• acceptance of a businesses' products or services does not give suppliers exclusive rights in relation to school or student activities?</li> <li>• acceptance of a businesses' sponsorship does not restrict the activities of the school?</li> <li>• there are no arrangements, products or advertisements that are discriminatory, obscene, degrading, sexual, violent or incite students or others to commit illegal acts?</li> </ul>	Yes	No
8. Is the potential sponsor or advertiser involved in acceptable activities? ( <b>Note:</b> Involvement in the sex or gaming industries and production of products that may be harmful to the health of students, such as tobacco or alcohol, is not acceptable.)	Yes	No
9. If the arrangement involves foods and/or drinks, do these products meet the requirements of the <i>Smart Choices Healthy Food and Drink Supply Strategy for Queensland Schools</i> ?	Yes	No
10. Was a competitive process employed, where required? ( <b>Note:</b> It is good practice to promote sponsorship opportunities to all relevant organisations and businesses.)	Yes	No
11. Will any revenue from the arrangement be used to enhance educational programs and not displace funding for core services?	Yes	No
12. Has the cost to implement the initiative and staff workflow been considered?	Yes	No
13. Has the school principal approved the activity?	Yes	No
14. Have all policy and legislative requirements been considered? <b>For example:</b> <ul style="list-style-type: none"> <li>• Initiative does not involve secret commissions</li> <li>• Initiative is compliant with financial expenditure delegations</li> <li>• Initiative is in accordance with the provision of the <a href="#">Code of Conduct</a></li> <li>• Initiative does not involve breach of copyright</li> </ul>	Yes	No

If you circled '**yes**' to all questions in Step 1, it is **likely** that the proposal is acceptable. If so, please proceed to Step 2.

If you circled '**no**' to any of the questions in Step 1, then it is **unlikely** that the sponsorship or advertising proposal is acceptable, and further negotiations will be required to bring it into line with the policy.

### Step 2 – Approval

To assess whether the sponsorship or fundraising proposal can be progressed at the school level, please tick 'yes' or 'no' to following statements.

Does the proposal have the potential to be controversial?	Yes	No
Does the proposal involve naming rights?	Yes	No
Is the proposed arrangement the first of its kind for the department?	Yes	No
Does the proposal involve a significant event?	Yes	No

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Does the proposal have any state wide implications?	Yes	No
Is the proposal high risk (in terms of activities involved)?	Yes	No

If you circled **'yes'** to any of the above statements, the sponsorship or advertising proposal needs to be referred to the Executive Director, Strategic Communication and Engagement, for endorsement and approval by the relevant officer.

If you circled **'no'** to all of the above statements, it is likely that the proposal can be progressed at the school level. If so, please go to Step 3 for details of ongoing reporting requirements.

### Step 3 – Reporting

Once the sponsorship and fundraising arrangement is approved, you should:

1. Confirm arrangements by letter or contractual agreement.
2. Maintain accountable and transparent records of the arrangement.
3. Evaluate the arrangement annually.

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