



St Francis Xavier Primary School

Sponsorship Policy



Introduction

This Policy establishes requirements for MACS schools engaged in sponsorship activities and assists schools to avoid activities which are not consistent with the vision and values of the school or MACS.

Purpose

To ensure a high standard of probity and accountability is maintained in sponsorship activities in MACS primary, secondary, special and special assistance schools and to support MACS schools in responsible decision making when considering commercial sponsorship opportunities and activities.

Scope

- This policy applies to
- MACS primary and secondary schools, including special and special assistance schools operated by MACS' subsidiary, Melbourne Archdiocese Catholic Specialist Schools (MACSS)
- MACS primary and secondary school controlled Parents and Friends
- MACS primary and secondary school-hosted principals' networks
- MACS primary and secondary school special purpose funds: School Building Funds, School Libraries and School Scholarship Funds
- MACS primary and secondary schools, school controlled Parents and Friends, school-hosted Principals' Networks, School Building Funds, School Libraries and School Scholarship Funds staff and volunteers
- Financial transactions and records associated with MACS primary and secondary schools, school controlled Parents and Friends, school hosted Principals' Networks, School Building Funds, School Libraries and School Scholarship Funds sponsorship
- MACS Executive Director and staff

This policy does not apply to standard commercial dealings between organisations and schools, school controlled Parents and Friends, school hosted Principals' Networks, School Building Funds, School Libraries and School Scholarship Funds.

Definitions

Fringe benefits tax (FBT)

Fringe benefits tax as administered by the Australian Taxation Office

Melbourne Archdiocese Catholic Schools Ltd (MACS)

MACS is a reference to Melbourne Archdiocese Catholic Schools Ltd and/or its subsidiaries, MACSS or MACEYE (as the context requires).

MACS school(s) or school(s)

A school which operates with the consent of the Catholic Archbishop of Melbourne and is owned, operated and governed by MACS, directly or through MACSS (as the context requires). References to schools or MACS schools also includes boarding premises of schools operated by MACS and special schools operated by MACSS.

Melbourne Archdiocese Catholic Schools Early Years Education Ltd (MACSEYE)

Melbourne Archdiocese Catholic Early Years Education Ltd, a subsidiary of MACS established to conduct early childhood education and care services.

Melbourne Archdiocese Catholic Specialist Schools Ltd (MACSS)

Melbourne Archdiocese Catholic Specialist Schools Ltd, a wholly owned subsidiary of MACS established to conduct and operate specialist schools.

Sponsorship

The negotiated provision of funds, goods or services to students, teachers, schools, school systems, or school related entities in exchange for advertising, publicity or other benefits or acknowledgement.

Sponsorship agreement

The MACS Sponsorship Agreement templates, being written documents outlining the negotiated terms of a sponsorship.

Value in-kind sponsorship

A type of sponsorship where the sponsor agrees to provide goods or services (value in kind) instead of cash as part of a sponsorship agreement.

Principles

This policy supports MACS' commitment to strong ethical practices and good governance.

Gift expense: Ethical behaviour includes identification and avoidance of any conflicts of interest, actual, perceived or potential conflicts of interest and does not make improper use of an individual's role.

Gifts and entertainment expenditure must be for official purposes and provide an identifiable and appropriate benefit to MACS or the school.

Gift and entertainment expenditure must be identified and properly documented for the purposes of calculating and paying Fringe Benefits Tax, where applicable.

Gift receipt: MACS endeavours to promote an organisational culture which actively supports declining offers of gifts.

MACS is committed to promoting MACS' staff responsibility towards maintaining the good reputation of Catholic education.

MACS requires its staff, contractors and external consultants to uphold communities' expectations and make decisions which are fair, unbiased and not affected by self-interest or personal gain.

This policy should be read and understood in conjunction with the Fraud Prevention Policy and MACS' conflict of interest policies.

Policy

1. Sponsorship

- 1.1 Sponsorship is seen as an opportunity to support schools to deliver enhanced education outcomes. It is considered as a supplement to education activities.
- 1.2 Schools may seek and participate in sponsorship activities provided they are conducted in accordance with this policy and its procedures.
- 1.3 The sponsorship activity must be consistent with MACS and the school's values and objectives.
- 1.4 School staff members or volunteers must not individually or collectively benefit as a result of sponsorship arrangements and must not take, or seek to take, improper advantage of their position in order to obtain benefits for themselves, their family or any other person or organisation.
- 1.5 The benefits of a sponsorship must go to the school or a group of MACS schools
- 1.6 Sponsorship should not be relied upon as a permanent source of funds or as a major source of funds for school education programs.
- 1.7 Participation in sponsorships must not create undue pressure on students, parents, schools or MACS to purchase particular products or services or to adopt particular beliefs, attitudes or courses of action.
- 1.8 Outgoing sponsorship, refers to a school-funded commercial agreement between the school and an external organisation to support an event or activity. Outgoing sponsorship by MACS schools must be approved by MACS Legal Team prior to entering into any agreements.

2. Forms of Sponsorship

- 2.1 Sponsorship may take the form of:
 - 2.1.1 provision of goods, e.g. computer equipment or raffle prizes
 - 2.1.2 provision of services, such as sponsoring organisation providing professional/technical advice
 - 2.1.3 provision of funds for a specific or non-specific purpose
- 2.2 Sponsorship may be negotiated at a number of levels:

- 2.2.1. individual MACS schools
- 2.2.2. clusters of MACS schools
- 2.2.3. MACS system level.

3. Sponsorship Agreements

- 3.1. Depending on the nature and value of the sponsorship, the school must prepare a written acknowledgement or agreement for every sponsorship arrangement, as detailed in the procedures associated with this policy.
- 3.2. The written agreement must detail as a minimum, the form and value of sponsorship provided, the agreed acknowledgement provision(s) and the period of the sponsorship agreement.
- 3.3. Sponsorship agreements that extend beyond the donation of goods or services as raffle prizes must clearly specify the roles and responsibilities of the parties involved.
- 3.4. The sponsorship agreement must not require the school or MACS to endorse or recommend any company, organisation, product or service.
- 3.5. Acceptance of a sponsor's donation, product or service is not to be made conditional on the participation of students, staff or the school community in the sponsored activity or program.
- 3.6. A sponsorship agreement must not compromise the professional standards and ethics of the school or school staff and must not limit or direct academic debate or influence the curriculum or other school programs.
- 3.7. The sponsorship agreement should detail how the school intends to apply the income, goods or services within the school, or in the case of an acknowledgement letter for a one-off donation such as a raffle prize etc, how the surplus from a fund raising event will be applied in the furtherance of educational outcomes at the school.
- 3.8. Prior to entering into any sponsorship agreement, the principal is required to:
 - 3.8.1. seek advice and input from the MACS Legal team on the sponsorship agreement and consultation with the Parish Priest/Custodian of mission, which may occur by a direct conversation between the Principal and the Parish Priest/Custodian of Mission (complex or significant sponsorships) or through the School's Advisory Council (minor sponsorships).
 - 3.8.2. inform the School Advisory Council of the agreement

4. Sponsorship Management

- 4.1. Time and resources allocated to sponsorship activities are to be consistent with the school's priorities and the overall education program.
- 4.2. A sponsorship opportunity should not be pursued if the time and resources used to obtain and maintain it are likely to exceed the value of the sponsorship.
- 4.3. When considering sponsors, schools should only deal with reputable individuals and companies, and assure themselves that the sponsor(s)/products/services involved are compatible with the school's and MACS' values. Individuals, companies or organisations whose name is associated with the manufacture, distribution or sale of tobacco products, gaming, pornography, illegal drugs, exploitation of labour or armaments are not considered appropriate sponsors.
- 4.4. Schools are required to exercise care when considering the use of individuals, companies or organisations associated with the manufacture of alcoholic beverages as sponsors, particularly where the sponsored event involves attendance of children.
- 4.5. Points 4.4 and 4.5 do not necessarily preclude involvement with local clubs, supermarkets and other businesses, provided their proprietor, company or organisation is not linked to inappropriate products/services.

Related policies

Fraud Prevention Policy

Conflict of Interest Policy for Responsible Persons

Conflict of Interest Policy for Employees, Contractors and Consultants

Policy information

Responsible director	Director, Finance and Infrastructure Services
Policy owner	Chief Financial Officer
Approving authority	MACS board
Assigned board committee	Finance and Audit
Approval date	December 2021
Risk Rating	Moderate
Date of next review	December 2023