



STAWELL SECONDARY COLLEGE

Advertising in School Related Media

Rationale:

- The College receives requests by commercial businesses and community organisations and government agencies for advertising or announcements to be included in Stawell Secondary College media.

Aims:

- To ensure that there is a clear process for approving the inclusion of advertising and announcements in Stawell Secondary College media.

Definitions:

Word	Definition
Advertising	An announcement by a commercial business
Announcement	A message of interest to our community from a not for profit organisation.
Stawell Secondary College media	Including, but not limited to; Connections, SSC Website, SSC Facebook page.

Implementation:

- The editor of Stawell Secondary College media is responsible for advising the Principal of any new requests to include advertisements in Connections.
- The Principal is responsible for declining these requests.
- Announcements will be included in Stawell Secondary College media, if the Principal deems the content relevant to the school community.
- The inclusion of announcements will be subject to the availability of space in Stawell Secondary College media.
- If the announcement is likely to be detrimental to the reputation of the College, it will be declined.

Evaluation:

This policy will be reviewed as part of the school's review cycle in accordance with the Child Safe Policy, in September, every two years. The review will be led by the senior Assistant Principal and referred to the Policy Subcommittee and School Council for ratification.

Reviewed last: September 2017

Next Review: September 2019