



# DISTRIBUTION OF FLYERS AND NEWSPAPER ADVERTISING POLICY

## DEFINITIONS

### **Not for Profit Organisation (NFP)**

Defined as- Cubs, Scouts, Girl Guides, Churches, Sporting Clubs and Service Clubs (i.e. RSL, Rotary, Lions Club etc)

### **Commercial Entities**

Defined as- Not considered to be a Not for Profit Organisation

## ADVERTISING IN SCHOOL NEWSLETTER

A disclaimer is to be placed on the Newsletter page containing advertising, stating, *"The inclusion of any advertising does not constitute or imply endorsement, sponsorship or recommendation thereof by the Department of Education and Training or Mount Colah Public School."*

Advertising will be limited to no more than one page per week. Advertising text must be submitted in Word, Publisher, jpg or gif format to facilitate easy incorporation into the Newsletter.

**Commercial Entities will not be advertised in the school newsletter.**

## DISTRIBUTION OF FLYERS

- Commercial Entities - will be required to pay in advance.
- For a donation of \$20, the school will distribute one set of flyers for commercial entities with the school newsletter should they wish to leave brochures etc for distribution to students. Each entity must provide the brochure bundled in lots of 30.
- NFP organisations - will be distributed for free.
- The school will assist NFP organisations should they wish to leave brochures etc for distribution to students with the newsletter on condition that they are provided by the organisation and bundled in lots of 30.

## CONFLICT OF INTERESTS

**Private Schools** - Advertising for private schools is deemed to be in conflict with the interests of the public education system and therefore not endorsed.

**Tutoring Colleges** - Advertising for tutoring colleges is deemed to be in conflict with the interests of the public education system and therefore not endorsed.

**Public Schools** - Advertising for other local public schools for activities that will impinge on or conflict with activities organised by Mount Colah Public School is deemed to be in conflict with the promotion of the School and therefore not endorsed.

**COOPERATION AND OPPORTUNITY**

- Advertising in other local public school newsletters for upcoming Mount Colah Public School activities should be considered where appropriate.
- A spirit of co-operation should be encouraged between local public schools when promoting or advertising non-conflicting activities.

**AUTHORITY**

The Principal reserves the right to refuse advertising or to change advertising text / pictures that they deem as inappropriate.