



# Oakleigh Grammar

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| <b>Policy Document Name</b>                 | <b>Advertising in School Newsletter</b> |
| <b>Date Ratified by Board of Management</b> | November 2021                           |
| <b>Date for Review</b>                      | August 2024                             |

## 1. Preamble

The School is approached by organisations, private enterprise, parents and fund-raisers to advertise their goods and services through our newsletters. The purpose of this policy is to provide a summary of the basis for accepting advertising in School newsletters.

## 2. Specific Guidelines

It is the policy of Oakleigh Grammar to appraise each request on an individual basis and to reserve its sole prerogative in deciding what may or may not be advertised through the School newsletter.

As long as the advertisements do not clash with a School organised event or activity they may be published for:

- The promotion of non-profit community functions
- Educational meetings, seminars deemed relevant and/or important to our School body
- For the promotion of Greek Orthodox events
- Activities conducted on our School grounds, for our pupils but not necessarily under the auspices of the School or
- Relate to our own Parents' Association activities or fundraising programs

The School will use discretion for approaches to advertise:

- For private gain (personal or commercial)
- Fundraising for other community institutions
- Any activities that contravene Greek Orthodox values
- Products, services offered or provided by private enterprise

The School will not accept any advertisement if typesetting or reproduction incurs a cost to the School.

## 3. Responsibilities:

The marketing staff will ensure this policy is adhered to during the production of the newsletter. They will refer any matters to the Principal if further clarity is required.



