Third Party Advertising

POLICY

Purpose

To ensure that the requirements for Victorian government schools regarding advertising by third parties on school publications are followed and that clear local guidance is in place for acceptance of advertising in the school newsletter.

This is separate to Sponsorship, which is detailed in the Sponsorship policy.

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Advertising is typically an arrangement where an organisation or individual (the advertiser) purchases public space from another organisation (the publisher) for an agreed price to advertise their product or service and there are no additional benefits to the publisher. For example, a company pays a school to buy space in a newsletter or magazine or a billboard to advertise their services to the school community, or the school pays a company to advertise the school to prospective students and families. The only benefit to the publisher is usually the payment received from the advertiser for advertising the product or service (noting that payment can be waived or in kind).

Under the Education and Training Reform Act 2006 (Vic) (the Act), school councils have the power to:

- enter into licence arrangements with third parties to install advertising billboards or signage on school land subject to Ministerial Order 1280 (DOCX)
- enter into agreements for paid and unpaid advertising in their publications – for example, websites, newsletters, social media and student planners/diaries.

Before entering into an advertising agreement with a third party, school councils should consider the values and views of the school community, and the type of organisation and services promoted through the advertisement, in accordance with Ministerial Order 1280 (DOCX).

The content of all third-party advertisements in school publications:

- must be appropriate for children (aged 0 to 18 years)
- must not depict nudity, sex, violence, horror or use crude language
- must not have as their objective the promotion of any political party or member of parliament (refer to political advertising below)
- must not involve tobacco companies, gaming venues or companies selling or promoting alcohol
- must not include a direct endorsement by the school, school council or the department of the product, service or organisation

The promotion of government programs or initiatives is not considered advertising.

Schools and school councils must not enter into an advertising agreement if the content could be perceived to promote any political party, candidate or issue (including sitting members of parliament).

Before agreeing to paid or unpaid advertising in a school publication, schools and school councils must ensure:

- the advertisement contains only appropriate content as stated previously
- any actual, potential or perceived conflict of interest identified is avoided, or appropriately declared and managed (refer to Conflict of Interest (for department employees) and School Council – Conduct and Conflict of Interest).

Implementation

- Advertising in the school newsletter will be for community groups and sporting organisations relating to children eg. local sporting groups, CoG parenting courses
- Any organisation that is approved, but is a business seeking fees for service will be charged a fee to advertise in the newsletter
- Unless otherwise appropriate, all advertisements will run for a maximum of two weeks
- No business advertisements will be placed in the newsletter under other circumstances, including child related eg. tutoring
- Conflicts of Interest will be considered when advertising connected to staff or families
- Flyers will not be accepted to be given to families
- Advertisements must be placed in a timely manner to be considered
- The only advertising on the school website, social media, billboards or signs will be under the Sponsorship package

Reference: Advertising: Policy | education.vic.gov.au

POLICY REVIEW AND APPROVAL

Policy last reviewed	June 2026
Approved by	School Council
Next scheduled review date	June 2029 - recommended minimum review cycle for this policy is every three years.