

# ***Wantirna South Primary School Marketing Policy***

## ***Rationale***

Marketing involves the promotion of the school through a variety of media.

## ***Expectations***

Based on this rationale the expectations of this policy are to :-

- ensure that all marketing material is consistent with the school's ethos.
- utilise the various media available to promote the school.

## ***Implementation***

Consistent with these expectations this policy shall be implemented according to the following guidelines:-

- all marketing shall be approved by School Council and/or the Principal.
- marketing will be carried out within privacy legislation.
- no fixed on-site advertising by political or religious groups permitted.
- the school newsletter may be used for regular advertisements for a fee.
- the Marketing Committee with the Principal as the Chief Executive Officer will be responsible for any new initiatives.

## ***Other Policies***

This Policy has been developed in accordance with the Department of Education's Professional Development Advisory Guide.

<http://www.education.vic.gov.au/school/teachers/profdev/Pages/default.aspx>

## ***Evaluation***

This Policy will be reviewed as part of a five year cycle or as directed by School Council. Review date: May, 2017.

This Policy was ratified by School Council in May 2012