

Newsletter Policy

PURPOSE

The purpose of this policy is to:

- Positively promote the school, its activities and the students.
- Inform the community with up-to-date information.
- Provide opportunities for community groups to promote appropriate activities related to children, where space permits.
- Ensure that all advertising material that is distributed by the school is of importance and/or interest to the community or of financial value to Cheltenham East Primary School.

SCOPE

This policy relates to students, staff, parents, carers, and members of our school community as well as those seeking to distribute information to these parties and applies to all matters relating to our school newsletter. The newsletter is an essential communication link between the school and the wider community. It is imperative that the newsletter is accurate, informative and contains information that will mutually benefit both school and community members.

POLICY

Cheltenham East Primary School follows the following processes in relation to their school newsletter:

- Ensure that any personal information included in the newsletter is appropriate to be shared publicly, and permission to share that information has been obtained.
- Only first names of students will be used, and only photos of students whose parents have given consent will be included. No home addresses or personal phone numbers of staff, students or parents will ever be published.
- The newsletter will be published weekly on a Friday.
- The newsletter will be published by office staff, with all items for inclusion in the newsletter submitted electronically by no later than the end of the school day on **Thursday**.
- The newsletter will be uploaded to the school's website and to Compass by 5pm each Friday. Hard copies will not be distributed.
- School Council, staff, students and school and local community groups will be given the opportunity to provide information for the newsletter.
- **Community/not for profit advertisements** will be permitted provided they are emailed in an appropriate format and will be published on a once-off basis at no charge, where space permits.
- **Private advertisements** will only be permitted within the newsletter, whereby the individual or company meets the following requirements:
 - The company/individual is supporting the school either financially or through the donation of goods and/or services that will benefit the school.
 - The school advertiser agrees to pay the following rates:
 - \$50 per advertisement
 - There will be no discount for school family members' businesses.
- The Department of Education's Sponsorship Policy includes an option for advertising through a school's newsletter on either a weekly or monthly basis. There will be no additional payment

required for these advertisements, over and above the amount pledged in any Sponsorship Agreement entered into between an individual/business sponsor and the school.

- Advertising that conflicts with the spirit of the Department of Education, or the school's policies and programs, will not be accepted.
- Articles that encourage parents to consider enrolling children in other primary schools and non-government schools will not be included.
- Cheltenham East Primary School does not endorse the products or services of any private advertiser and accepts no responsibility for the accuracy of information contained in advertisements or claims made by them.
- Advertising will be presented separately from other school news and information.
- Cheltenham East Primary School administration staff are empowered to accept or reject advertising material and liaise, if necessary, with the Principal where there is uncertainty about any item presented for advertising.

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- Available publicly on school website
- Made available to any prospective individual/company who wishes to advertise, on request
- Hard copy available from school administration upon request

FURTHER INFORMATION AND RESOURCES

Related Department of Education Policies:

- [Advertising](#)
- [Sponsorship](#)
- [Intellectual Property and Copyright](#)
- [Photographing, filming and recording students](#)
- [Privacy Policy](#)

Cheltenham East Primary School's policy, available on our website:

- Photographing, Filming and Recording Students Policy

POLICY REVIEW AND APPROVAL

Policy last reviewed	August 2026
Approved by	Principal
Next scheduled review date	August 2030