



# Newsletter

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## 1.0 Rationale

The school 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.

## 2.0 Goals

- To positively promote the school, it's activities and the students.
- To inform the community with up-to-date information.
- To provide opportunities for community groups to promote appropriate activities related to children, where space permits.
- To 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 CEPS.

## 3.0 Implementation

- 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 preference) by the end of the school day on **Wednesday**.
- The newsletter will be uploaded to the school's website and to Flexibuzz and Dojo by 4pm each Friday. Hard copies will not be distributed, however a copy will be displayed on the school bulletin board each week.
- 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 A5 portrait format. These advertisements 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:
  1. The company/individual is supporting the school either financially or through the donation of goods and/or services that will benefit the school.
  2. The school advertiser agrees to pay the following rates:

|                   |                     |
|-------------------|---------------------|
| Full page (A4)    | \$100.00 inc of GST |
| Half page         | \$60.00 inc of GST  |
| Quarter page (A5) | \$35.00 inc of GST  |

3. There will be no discount for school family member's businesses.
- The CEPS Community Engagement and Sponsorship Program includes as part of its levelled sponsorship packages, an agreement for advertising through the newsletter on either a weekly or monthly basis, depending on the level of sponsorship. There will be no additional payment required for these advertisements, over and above the amount pledged in the Sponsorship Agreement.
  - Advertising which conflicts with the spirit of the Department of Education and Training (DET) or the school's policies and programs will not be accepted.



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- Articles that encourage parents to consider enrolling children in other primary schools and non-government schools will not be included.
- CEPS does not endorse the products or services of any private advertiser and accepts no responsibility for accuracy of information contained in advertisements or claims made by them.
- Advertising will be presented separately from other school news and information.
- This policy is to be made available to any prospective individual/company who wishes to advertise.
- CEPS 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.
- CEPS Finance Committee is to be kept informed of all advertising agreements.

## **4.0 Resources**

- Cheltenham East Primary School Sponsorship Policy
- CEPS Community Engagement and Sponsorship Program Proposal document

## **5.0 Evaluation**

This policy will be reviewed as part of the School's five year policy cycle, or as required.

## **6.0 End of Document**