

PURPOSE

Boneo Primary School is committed to ensuring that school communication channels are used to support student learning, school operations and the broader school community in a fair, equitable and impartial manner.

This policy provides clear guidance regarding the promotion of external businesses, services and organisations through school communication platforms.

SCOPE

This policy applies to all school communication channels, including but not limited to:

- School newsletters
- Compass
- School website
- Social media platforms
- Promotional displays and noticeboards
- School email communications

POLICY

School communication channels are intended to communicate information that is directly relevant to the operation of the school, student learning and the broader educational community.

As a general principle, Boneo Primary School does **not** advertise or promote privately owned businesses, commercial enterprises or family-operated businesses through school communication channels.

This approach ensures:

- fairness and equity for all members of the school community;
- avoidance of actual or perceived conflicts of interest;
- impartiality in school communications;
- appropriate use of school resources; and
- compliance with Department of Education expectations regarding ethical decision-making.

Requests from parents, carers, staff members or community members to promote privately owned businesses will generally not be approved.

Community Organisations

The Principal may approve the promotion of:

- not-for-profit community organisations;
- government agencies;
- local community events that directly benefit children or families;
- educational opportunities relevant to students;
- recognised sporting clubs or community groups; and
- health and wellbeing services that support children and families.

Approval will be at the Principal's discretion and will consider:

- relevance to the school community;
- educational benefit;
- community value; and

- consistency with Department of Education policies and values.

Fundraising

The school may promote fundraising activities that have been approved by the Principal or School Council and are directly connected to:

- Boneo Primary School;
- Department-approved initiatives; or
- recognised charitable organisations.

School Council Approval

Where required, promotional activities involving fundraising, sponsorship or commercial arrangements will be referred to School Council in accordance with Department of Education requirements.

Responsibilities

The Principal has final responsibility for determining whether information is appropriate for distribution through school communication channels.

Review

This local policy will be reviewed every three years or earlier if Department policy changes.

Date endorsed	August 2026
Date for review	August 2029
Endorsed by	Principal and School Council