Education Directorate

To:	Minister for Education and Early Childhood	**Tracking No.: FILE2025/24382**
Date:	01/05/2025	
CC:	Director General Deputy Director-General	
From:	Executive Group Manager, People, Governance and Communications	
Subject:	Review of the ACT Education Corporate Sponsorship Policy – engagement approach	
Critical Date:	16/05/2025	
Critical Reason:	To complete 6-week consultation in term 2, 2025	

- DG …/…/…

Purpose

To provide you with an update on the engagement approach for the review of the ACT Education Corporate Sponsorship Policy in 2025.

Recommendations

That you:

1. Agree that consultation on the Directorate's Corporate Sponsorship Policy commences in week 4 of term 2, or as soon as possible thereafter.

Agree / Not Agreed / Please Discuss

2. Note the Discussion Paper, Engagement Plan and Communications Plan as part of this update.

Please Discuss

Yvette Berry MLA .... …../…../….

Minister's Office Feedback

Background

1. The ACT Government will update the ACT Education Corporate Sponsorship Policy that applies to ACT public schools and the Education Directorate in 2025.
2. An updated policy will provide increased clarity and guidance around incoming and outgoing corporate sponsorship arrangements.
3. It will promote greater consistency and strengthen values-aligned decisions and consider activities that promote gambling and fossil fuel products or companies.
4. Engagement on the policy is planned to commence in Week 4, Term 2 and conclude in Week 9, Term 2. You will be briefed at the conclusion of the engagement period about the feedback received and proposed next steps.
5. An updated policy is expected to be finalised by the end of Term 3 for implementation in the 2026 school year.
6. Through the engagement process schools, stakeholders and community will be asked about the proposed criteria, decision making processes as well as the values aligning with the policy.
7. School based staff (e.g. School Leaders, Business Managers) will be invited to provide feedback on resources that might support decision-making at the school level.
8. A public Discussion Paper is at Attachment A.

Issues

9. On 4 March 2025, a motion was passed in the Legislative Assembly that called on the Government to:
    a. by the beginning of the 2026 school year, update Education Directorate policy to prevent fossil fuel and gambling companies from public school sponsorships,
    b. assist schools currently receiving money or sponsorship from any fossil fuel or gambling companies to transition to alternate funding as required, and
    c. by the last sitting week of 2025, ensure the Education Directorate:
        i. identifies which policy changes have been implemented, and provide timelines for policy changes which have not yet taken place, and
        ii. articulates all assistance provided to schools which have transitioned away from fossil fuel or gambling company funding.
10. You agreed to carefully consider the outcomes of school and community engagement before making any decisions on an updated policy.
11. Donations, gifts, grants, competitions and awards will be outside of the scope of this review. Any feedback received on these matters will be captured and considered separately.

Financial Implications

12. Policy exclusions may result in a loss of some external financial assistance to schools and student learning opportunities (yet to be determined).

Consultation

13. A broad range of stakeholders across the community will be consulted on this policy update.

14. A comprehensive Engagement Plan is at Attachment B. This will be discussed with your Strategic Communications Advisor.

Internal

15. Under the existing policy settings, the Directorate does not centrally administer sponsorship agreements or have visibility of schools' engagement with national programs sponsored by fossil fuel, or other, companies. Work is underway to identify these arrangements.

16. Schools have said that the current policy can be difficult to use to assess potential sponsorship opportunities. Through this review we will identify any resources (e.g. checklists) to be developed to support decision-making at the school level.

17. All staff, including School Leaders will be invited to have their say through the public YourSay Platform.

Cross Directorate

18. The Education Directorate will seek advice on any other like engagements occurring across government this year, to ensure consistency in approach and messaging.

External

19. A cross-jurisdictional policy and procedure scan was conducted to assess management of sponsorship in public schools across the country.

20. Consultation will be far reaching with a 6-week YourSay Platform engagement planned.

21. Stakeholders will also be invited to provide feedback through meetings (including ACT P&C, AEU, ACTPA and other interested parties).

22. Student voice will play an important part in this review. Students will have opportunities to provide input into the way schools support sponsorship through forums and the YourSay Platform.

Work Health and Safety

23. Nil.

Benefits/Sensitivities

24. In August 2024, a coalition of climate stakeholders wrote to you, the Chief Minister, and other Ministers urging a change to the education policy on corporate sponsorship to

prevent fossil fuel company sponsorship of Leadership Awards and education programs in the Territory. Stakeholder representations were also made in relation to public schools' engagement with organisations linked to weapons manufacture during 2024.

25. As part of the review, it will be important to consider student need, to make sure ACT public schools can continue to offer the best possible learning opportunities and enrichment activities to their students.
26. Our schools have strong connection to community, and this refreshed policy will support them to make good decisions about ways to enrich student learning that is aligned to our strong public education values.
27. Currently, no other education authorities have corporate sponsorship policies that explicitly ban engagement with fossil fuel companies.

Communications, media and engagement implications

28. A Communications Plan is at Attachment C. This will be discussed with your Strategic Communications Advisor.
29. There will be an opportunity for you to launch the consultation via social media and media release.

Signatory Name:	Paul Short, Executive Branch Manager, Communications Engagement and Government Support	Phone:	6207 2809
Action Officer:	Sally van Aalst, Senior Director Communications and Engagement	Phone:	

Attachments

Attachment	Title
Attachment A	Discussion Paper
Attachment B	Engagement Plan
Attachment C	Communications Plan

RECORD 1

ACT Education Directorate Corporate Sponsorship Policy Discussion Paper

The Education Directorate recognises the value of partnerships and the importance of aligning with ethical sponsors who reflect the values, purpose and goals of our schools. Sponsorship arrangements in ACT public schools can strengthen community connections and enrich academic outcomes but they should not pose harm to students or their educational experience.

ACT public schools are fully funded in excess of the national School Resourcing Standard and do not rely on sponsorships for core teaching and learning activities. However, it is acknowledged that sponsorship arrangements may provide mutual benefits to schools and businesses. This can include additional enrichment opportunities for students, community building activities and stronger partnerships with local businesses and organisations.

Sponsorship arrangements do not apply to core educational activities associated with the implementation of the Australian Curriculum by ACT public schools.

The ACT Government is seeking input in order to update to the Corporate Sponsorship Policy that applies to ACT public schools and the Education Directorate. The Corporate Sponsorship Policy was last reviewed in 2016, and we expect the updated Policy will be in place from term 1, 2026.

The updated policy will provide increased clarity and guidance around corporate sponsorship arrangements and promote greater consistency and strengthen values-aligned decisions by schools and across the Education Directorate.

This discussion paper has been developed by the ACT Education Directorate to:

> Summarise and review the policy issue
> present options to help stakeholders provide feedback on the proposed policy response, and
> seek broad stakeholder feedback including from students, families, educators and the community.

Background and context

ACT Government agencies have a range of partnership agreements that support the diverse business of the Territory and benefit the community. These partnerships represent opportunities to work together to deliver outcomes to students and their families.

The current Corporate Sponsorship Policy allows sponsorship with local clubs, supermarkets and other businesses where the activity is consistent with the values, corporate purpose and goals of the individual schools, the Directorate and the ACT Government.

Donations, gifts, grants, competitions and awards are outside of the scope of this review however, the relationship between corporate sponsorship arrangements and related Directorate and Territory initiatives will be considered.

Most sponsorship arrangements occur directly between local public schools and organisations/businesses within the parameters set out in the current Corporate Sponsorship Policy. Under the existing policy settings, the Directorate does not centrally administer sponsorship agreements or have visibility of school sponsorship arrangements.

The Bonython Community Bike Track is one example of how sponsorship from local businesses provides benefit to students and the wider community.

Sponsorships provide a type of partnership that may involve the provision of funds or services in exchange for acknowledgement, advertising or other benefits. The type of acknowledgement or advertising provided to a sponsor is given careful consideration.

Under the current policy, where sponsorship is displayed on a sports uniform or given similar recognition, there are existing opt-out provisions for students and parents.

Education authorities across Australia assess the appropriateness of sponsorship arrangements. Australian state/territory sponsorship policies consider corporate values in a variety of ways to ensure alignment with principles, values, vision, goals, and commitments.

Additionally, certain restrictions are in place that prohibit sponsorship arrangements where there is harm that could be caused.

For example, the current Corporate Sponsorship Policy prohibits sponsorship arrangements in the following categories:

- Adult industry/pornography
- Alcohol products
- Anything illegal
- Armaments/weapons manufacturing or sale
- Banking programs
- Tobacco products (including vapes)
- Where conflicts of interest exist (for example, organisations regulated by the agency/staff personally benefiting).

Jurisdictions may have other bans in place through program/policy restrictions. Further, bans may be in place for other government activities. For example, under the ACT Government's *Responsible Investment Policy*, business activity exclusions that apply to listed company share investments include companies that own proven fossil fuel reserves including oil and gas and proven and probable coal reserves, including metallurgical and thermal coal reserves.

On 4 March 2025 the Legislative Assembly passed a motion calling on the Government to update the Education Directorate Corporate Sponsoring Policy, by the beginning of the 2026 school year, to prevent fossil fuel and gambling companies from public school sponsorships and to report back to the Assembly by the last sitting week of 2025.

The issue

Sponsorship arrangements in ACT public schools should reflect the current values of our school communities and provide benefit without harm.

Consideration needs to be given to how educational benefits are achieved and any potential risks to students associated with sponsorship opportunities.

Decisions to make, or extend, sponsorship agreements need to be ethical and demonstrate probity and integrity. Decision-making should result in the option that produces the most good and least harm, respects the rights of all affected, treats people equally and fairly, and best serves the community as a whole.

The policy under review

The ACT Education Directorate Corporate Sponsorship Policy Review seeks to increase clarity and guidance around incoming and outgoing corporate sponsorship arrangements for the Directorate, aligned with the values, corporate purpose and strategic goals of individual schools, the Directorate and the ACT Government.

It also seeks to identify tools and resources that may be required to support schools with the decision-making process.

The aim of this process is to ensure the policy is contemporary, aligned with current values and fit-for-purpose for ACT public schools and the rest of the Education Directorate.

The policy needs to be clear and practical and support decision-making at a local level about what arrangements are appropriate for our schools.

Following the end of the engagement period, a listening report will be published to communicate what we heard from the community. We commit to considering all feedback and we will balance this with a range of information such as best practice, the needs of schools and existing legislation to determine the final policy position.

The ACT Education Directorate *Corporate Sponsorship Policy* will be updated to reflect available evidence and consideration of community and stakeholder concerns, and student and school needs.

For consideration

The Education Directorate is considering the key criteria below to establish the policy position for sponsorship in public schools. The intention of this approach is to ensure a practical policy solution and process that will meet community expectations.

The sponsorship agreement will:

1. align with the values and expectations of the school community
2. benefit student learning and not cause harm to students, and
3. follow a process that is practical, simple and easy for schools to apply.

Questions to consider include:

> What type of school activities/expenses are appropriate for sponsorship?

> Should businesses with links to categories that are currently prohibited for ACT public school and program sponsorships be permitted to be sponsors?

> Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships?

> What criteria needs to be considered for making decisions on sponsorship?

> How should the decision-making occur for sponsorship requests?

> What kind of acknowledgement or recognition is appropriate to provide for sponsors?
> What options should parents or students have if they disagree with a sponsorship arrangement?

The Education Directorate wants to hear from all areas of the ACT community on this important topic. All voices are important and valued. Feedback is being sought from students, teachers, school staff, principals, parents and carers, education stakeholders, and interested community members.

Provide your input

The information provided for consideration (above) is intended to stimulate ideas, suggestions, and feedback. We ask that you provide your views on the development of a policy position for corporate sponsorship in schools and address any of the above questions as you like.

Feedback can be provided to XXXXXX or by participating on the YourSay conversations website: XXXX

References and further reading

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WA Government, Department of Education (10 June 2024) *Incoming Sponsorship to Public Schools Policy* https://www.education.wa.edu.au/web/policies/-/incoming-sponsorship-to-public-schools-policy

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ACT Government, Suburban Land Agency (2024) *Sponsorship Policy* https://suburbanland.act.gov.au/docs/default-source/governance/sponsorship-policy-2024-final.pdf?sfvrsn=5c0afc1f_1

ACT Government, Canberra Institute of Technology (August 2020) *Sponsorship Policy* *https://cit.edu.au/policies/sponsorship_policy*

Independent Commission Against Corruption (May 2006) *Sponsorship in the Public Sector: A guide to developing policies and procedures for both receiving and granting sponsorship* https://www.icac.nsw.gov.au/ArticleDocuments/232/Sponsorship%20in%20the%20public%20sector.pdf.aspx

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RECORD 1

ACT Government

Engagement Plan for ACT Education Corporate Sponsorship Policy update

What do you want to engage on?	The ACT Government will update to the ACT Education Corporate Sponsorship Policy that applies to ACT public schools and the Directorate more broadly. The updates will aim to provide increased clarity and guidance around incoming and outgoing corporate sponsorship arrangements. Specifically, it will strive to promote greater consistency and strengthen values-aligned decisions. It will include public consultation that considers prohibiting sponsorship categories, such as activities that promote fossil fuel products or companies. The updated Policy will come into effect at the start of the 2026 school year.
Why are you engaging?	We are engaging with staff, students, stakeholders and the wider community to ensure the policy is consistent with the values, corporate purpose and strategic goals of individual schools, the Directorate, the ACT Government and the community.
What is the impact on decision making?	The community will be consulted through this process. We will obtain their feedback on the policy and keep all stakeholders informed. We will listen to and acknowledge their concerns and aspirations and provide feedback on how they have influenced the final policy.
What tier is your engagement?	Tier 2

Which government priority does your engagement align with?	On 4 March 2025, a motion was passed in the Legislative Assembly related to this matter. The motion called on the Government to:
	• by the beginning of the 2026 school year, update Education Directorate policy to prevent fossil fuel and gambling companies from public school sponsorships,
	• assist schools currently receiving money or sponsorship from any fossil fuel or gambling companies to transition to alternate funding as required, and
	• by the last sitting week of 2025, ensure the Education Directorate:
	  ○ identifies which policy changes have been implemented, and provide timelines for policy changes which have not yet taken place, and
	  ○ articulates all assistance provided to schools which have transitioned away from fossil fuel or gambling company funding.
	This project will support the Directorate in its achievement of the 2022-25 Strategic Plan by aligning corporate sponsorship arrangements with our shared values, mission and principles. The project also aims to support achievement of the Systems and Supports commitment under the 2024 Directorate Action Plan, striving towards continuous quality improvement by strengthening guidance and support available to schools when considering and entering into corporate sponsorship agreements.
	This project will also support progress towards meeting the goals of ACT Government Wellbeing Indicators, including increasing trust and confidence in Government and institutions.

What background information do you have?	The Corporate Sponsorship Policy was last reviewed in 2016 and the updates will ensure it is contemporary, practical and fit for purpose for schools and the Education Support Office.

	In August 2024, a coalition of climate stakeholders wrote to the ACT Chief Minister, the Deputy Chief Minister/Minister for Education and Youth Affairs and several other Ministers urging a change to the education policy on corporate sponsorship to prevent fossil fuel company sponsorship of Leadership Awards and education programs in the Territory. Additionally, several stakeholder representations were made in relation to public schools' engagement with organisations linked to weapons manufacture during 2024. Under the existing policy settings, the Directorate does not centrally administer sponsorship agreements or have visibility of schools' engagement with national programs sponsored by fossil fuel, or other, companies. This process will consider the scope of the policy and how this supports decision-making at a local level about what arrangements our schools enter. Currently, no other education authorities have corporate sponsorship policies that explicitly ban engagement with fossil fuel companies.
When do you need to commence engagement? When do you expect to close engagement?	Engagement needs to be concluded by the end of term 2, 2025 to meet the project deadline of end 2025. Engagement is planned to commence in week 4, term 2 (19 May) and conclude in week 9, term 2 (29 June).
Do you have a Communications plan?	A Communications Plan including key messages and a communications action plan will be developed once the broad engagement approach is approved.
Who do you need to hear from?	Internal: • ACT public school teachers • ACT public school leaders • ACT public school staff • Education Support Office staff • Aboriginal and Torres Strait Islander Education team External: • ACT public school parents and carers • ACT public school students • ACT public school boards • ACT Council of Parents and Citizens Association • ACT Principals Association • ACT Education Union • Community and Public Sector Union • Ngunnawal Elders Council • Aboriginal and Torres Strait Islander Elected Body members • Conservation Council ACT Region • Canberra Parents for Climate • Comms Declare • ACT community

Do you intend to use YourSay Panel, and/or YourSay Conversations?	YourSay Conversations will be used to collate feedback from external audiences. EDU Engage will be used to collate feedback from internal audiences.
What tools will you use?	YourSay Conversations • Quick poll • Message board (using visioner tool) with upvoting • Survey • Submissions EDU Engage • Survey Other • Consultation workshops with ACT public school teachers and leaders • Consultation workshops with ACT public school students • Stakeholder meetings with ACT Council of Parents and Citizens Association, ACT Principals Association, ACT Education Union, and Community and Public Sector Union. • Voicemail (for accessibility) • Conversations with a project team member and key areas within the Education Support Office – to be offered on an as-needs basis to ensure all stakeholders can engage on the project.
How will you provide feedback to stakeholders/community?	A listening report will be published summarising what we heard within one month of the conclusion of the engagement. The updated policy will be communicated to all stakeholders once finalised.
How will you evaluate the process and the outcome?	Engagement goals: • 20% staff engagement rate • 3,000 YourSay page views • 200 YourSay contributions • Barriers to participation in consultation process are identified and efforts made to overcome them. Listening Report published and is available to all stakeholders involved in the consultation process within 4 weeks of consultation closing.

Timeline

Engagement activity	Audience/target	Date/Deadline	Owner
Set up voicemail	All audiences	Finalised by 9 May	Governance
Discussion paper	All audiences	Finalised by 9 May	Governance
YourSay Conversation page	• ACT public school parents and carers • ACT public school students	Approved by 9 May	Comms and Engagement (C&E)

	• ACT public school boards • ACT community	Live: 19 May-29 June	
Community quick poll (YourSay Conversations)	• ACT public school parents and carers • ACT public school students • ACT public school boards • ACT community	Approved by 9 May Live: 19 May-29 June	C&E
Community message board (YourSay Conversations)	• ACT public school parents and carers • ACT public school students • ACT public school boards • ACT community	Approved by 9 May Live: 19 May-29 June	C&E
Community survey (YourSay Conversations)	• ACT public school parents and carers • ACT public school students • ACT public school boards • ACT community	Approved by 9 May Live: 19 May-29 June	C&E and Governance
EDU Engage page	• ACT public school teachers • ACT public school leaders • ACT public school staff • Education Support Office staff	Approved by 9 May Live: 19 May-29 June	C&E
Staff survey (EDU Engage)	• ACT public school teachers • ACT public school leaders • ACT public school staff • Education Support Office staff	Approved by 9 May	C&E and Governance
Staff consultation workshop	• ACT public school teachers • ACT public school leaders • ACT public school staff	May	Governance
Student consultation workshop	• ACT public school students	May	Governance
Stakeholder meetings	• ACT Council of Parents and Citizens Association • ACT Principals Association • ACT Education Union • Community and Public Sector Union	May	Governance
Listening report	All audiences	28 July	Governance and C&E
Finalised policy consultation meeting	• ACT public school leaders	September	Governance

Finalised policy request for feedback via email	• ACT Council of Parents and Citizens Association • ACT Principals Association • ACT Education Union • Community and Public Sector Union	September	Governance

Approvals

Project/Engagement Action Officer: Lizzy Green	Date: 11 March 2025
Business Unit Head/Executive:	Date: 30 April 2025
Executive Branch Manager, Communications and Engagement	Date: 30 April 2025
Director General:	Date:

Communications Plan

Project: ACT Education Corporate Sponsorship Policy update engagement
Directorate/Business Unit: Education Directorate
Launch/release date: 19 May 2025

What is being communicated?	The opportunity for ACT public school staff, community and stakeholders to have their say about updates to the ACT Education Corporate Sponsorship Policy.		
Why are we communicating on this issue?	We are raising awareness of this engagement opportunity to encourage participation from a wide range of the community to ensure the policy is consistent with the current values, corporate purpose and strategic goals of individual schools, the Directorate, the ACT Government and the community.		
Background/research/insights	• The Corporate Sponsorship Policy was last reviewed in 2016 and the updates will ensure it is contemporary, practical and fit for purpose for schools and the Education Support Office. • In August 2024, a coalition of climate stakeholders wrote to the ACT Chief Minister, the Deputy Chief Minister/Minister for Education and Youth Affairs and several other Ministers urging a change to the education policy on corporate sponsorship to prevent fossil fuel company sponsorship of Leadership Awards and education programs in the Territory. Additionally, several stakeholder representations were made in relation to public schools' engagement with organisations linked to weapons manufacture during 2024. • Under the existing policy settings, the Directorate does not centrally administer sponsorship agreements or have visibility of schools' engagement with national programs sponsored by fossil fuel, or other, companies. • This process will consider the scope of the policy and how this supports decision-making at a local level about what arrangements our schools enter into. • Currently, no other education authorities have corporate sponsorship policies that explicitly ban engagement with fossil fuel companies.		
Tier:	Tier 2		
Other directorates/agencies involved	EPSDD	**Spokesperson**	Yvette Berry, Minister for Education and Early Childhood

Target audiences

Primary	• ACT public school parents and carers • ACT public school students • ACT public school boards • ACT community

Approved by:
Action officer: Lizzy Green
Date: 24 April 2025

Communications Plan

Project: ACT Education Corporate Sponsorship Policy update engagement
Directorate/Business Unit: Education Directorate
Launch/release date: 19 May 2025

Key influencers/stakeholders	• ACT Council of Parents and Citizens Association • ACT Principals Association • ACT Education Union • Community and Public Sector Union • Ngunnawal Elders Council • Aboriginal and Torres Strait Islander Elected Body Members • Conservation Council ACT Region • Canberra Parents for Climate • Comms Declare
ACTPS (if relevant)	• ACT public school teachers • ACT public school leaders • ACT public school staff • Education Support Office staff • Aboriginal and Torres Strait Islander Education team

Key messages

- We recognise the value of partnerships and the importance of aligning with ethical sponsors who reflect the values, purpose and goals of our schools.
- Sponsorship arrangements in ACT public schools can strengthen community connections and enrich academic outcomes but they should not pose harm to students or their educational experience.
- Sponsorships provide a partnership that may involve financial funding or services provided in exchange for acknowledgement, advertising or other benefits.
- The ACT Government fully funds ACT public schools but we recognise that sponsorship arrangements may provide mutual benefits to schools and businesses.
- The ACT Government will update to the Corporate Sponsorship Policy that applies to ACT public schools and the Directorate more broadly in 2025.
- An updated policy will provide increased clarity and guidance around incoming and outgoing corporate sponsorship arrangements and promote greater consistency and strengthen values-aligned decisions.
- Public consultation will consider prohibiting sponsorship activities, such as those that promote fossil fuel products or companies.
- This policy is used by the Education Directorate including ACT public schools to manage corporate sponsorship arrangements for schools and programs.
- On 4 March 2025, a motion was passed in the Legislative Assembly calling on the Government to:
    - update the Education Directorate Corporate Sponsoring Policy, by the beginning of the 2026 school year, to prevent fossil fuel and gambling companies from public school sponsorships
    - assist schools currently receiving money or sponsorship from any fossil fuel or gambling companies to transition to alternate funding as required, and
    - identify which policy changes have been implemented, and provide timelines for policy changes which have not yet taken place by the last sitting week of 2025
    - articulate all assistance provided to schools which have transitioned away from fossil fuel or gambling company funding by the last sitting week of 2025.

Approved by:
Action officer: Lizzy Green
Date: 24 April 2025

Communications Plan

Project: ACT Education Corporate Sponsorship Policy update engagement
Directorate/Business Unit: Education Directorate
Launch/release date: 19 May 2025

- In updating the policy, we aim to:
  - improve guidance for corporate sponsorship arrangements to make the process and responsibilities clearer
  - improve consistency of corporate sponsorship throughout the Directorate
  - support users to make decisions aligned with the values of the ACT Government, the Education Directorate and school communities
- The current Corporate Sponsorship Policy allows sponsorship with local clubs, supermarkets and other businesses where the activity is consistent with the values, corporate purpose and goals of the individual schools, the Directorate and the ACT Government.
- The current Corporate Sponsorship Policy prohibits sponsorship arrangements in the following categories:
  - Adult industry/pornography
  - Alcohol products
  - Anything illegal
  - Armaments/weapons manufacturing or sale/violence
  - Banking programs
  - Tobacco products (including vapes)
  - Where conflicts of interest exist (for example, organisations regulated by the agency/staff personally benefiting).
- The Corporate Sponsorship Policy was last reviewed in 2016.
- We expect the updated Policy will be in place from term 1, 2026.
- We want to hear your views to make sure the updated policy meets the values, corporate purpose and strategic goals of schools, the Education Directorate, the ACT Government and the community.
- You can share your views by:
  - completing the quick poll
  - sharing a quick thought on the message board
  - completing the community survey
  - completing the staff survey (for ACT public school staff)
  - sending a written submission
  - leaving us a voicemail.
- Following the end of the engagement period, a listening report will be published to communicate what we heard from the community. We commit to considering all feedback and we will balance this with a range of information such as best practice, the needs of schools and existing legislation to determine the final policy position.

Action plan

When	What	How	Responsibility
Finalised by 9 May	Identify appropriate imagery	Stock photos	C&E
Finalised by 9 May	Create social media tiles	CEGS graphic designer	C&E

Approved by:
Action officer: Lizzy Green
Date: 24 April 2025

Communications Plan

Project: ACT Education Corporate Sponsorship Policy update engagement
Directorate/Business Unit: Education Directorate
Launch/release date: 19 May 2025

19 May	Media release	Via Minister Berry's Office	C&E
19 May	Email correspondence to key stakeholders to promote community engagement	ACT Council of Parents and Citizens Association ACT Principals Association ACT Education Union Community and Public Sector Union Ngunnawal Elders Council Aboriginal and Torres Strait Islander Elected Body Conservation Council Canberra Parents for Climate Comms Declare Aboriginal and Torres Strait Islander Education team ACT public school boards	Governance
19 May	Community content for sharing	Yarning Brew via Aboriginal and Torres Strait Islander Education team	Governance
19 May	Social media post	EDU Facebook, Instagram and X Minister Facebook ACTGOV Facebook	C&E
20 May	Staff notice • Promoting staff engagement • Newsletter and social media content to promote community engagement	All-staff bulletin	C&E

Approved by:
Action officer: Lizzy Green
Date: 24 April 2025

Communications Plan

Project: ACT Education Corporate Sponsorship Policy update engagement
Directorate/Business Unit: Education Directorate
Launch/release date: 19 May 2025

Week commencing 19 May	Proposed EDM article	Our Canberra EDM	C&E
Week commencing 9 June	Social media post	EDU Facebook, Instagram and X	C&E
10 June	Reminder notice	All-staff bulletin	C&E
Week commencing 23 June	Social media post	EDU Facebook, Instagram and X	C&E
30 June	Update EDU Engage page	EDU Engage	C&E
30 June	Update YourSay Conversations page	YourSay Conversations	C&E
Following end of consultation	Draft listening report	ACTGOV template	Governance
28 July	Publish listening report	YourSay Conversations and EDU Engage	C&E
29 July	Staff notice promoting published listening report	All-staff bulletin	C&E
29 July	Social media post promoting published listening report	EDU Facebook, Instagram and X	C&E
Finalisation of policy	Draft implementation comms plan as required		C&E

Approved by:
Action officer: Lizzy Green
Date: 24 April 2025

RELEASED

wwThe Light Project Plan can be used for projects classified as Tier 2 or 3. If your project is a Tier 1 a full Project plan is recommended. The Tier classification will have been part of the Gateway 1 Authorisation you will have already completed.

Project Name	Corporate Sponsorship Policy Update	**Project Tier**	Tier 2
Responsible Branch	Governance/Communications, Engagement and Government Support	**Project Manager**	Genevra Donne, Senior Director, Governance Policy and Procedure
Project Officers	Kirilee Crump, Assistant Director, Governance Policy and Procedure and Lizzy Green, Assistant Director, Media and Communications		

Project Mandate

The Corporate Sponsorship Policy (the policy) was last reviewed in 2016, and the Corporate Sponsorship Policy Update Project (the project) will ensure it is contemporary, practical and fit for purpose for schools and the Education Support Office (ESO).

In August 2024, a coalition of climate stakeholders wrote to the Chief Minister, the Minister for Education and Early Childhood and other Ministers, urging a change to the education policy on corporate sponsorship to prevent fossil fuel company sponsorship of Leadership Awards and education programs in the Territory. Additionally, a number of stakeholder representations were made in relation to public schools' engagement with organisations linked to weapons manufacture during 2024.

On 4 March 2025, the Legislative Assembly agreed to a motion during Private Members' Business which requires the Government to:

- update the Education Directorate Corporate Sponsorship Policy to prevent fossil fuel and gambling companies from public school sponsorships (subject to policy consultation outcomes, by Term 1, 2016) and identifies which policy changes have been implemented, and provide timelines for policy changes which have not yet taken place (by the last 2025 sitting week)
- assist schools currently receiving money or sponsorship from any fossil fuel or gambling companies to transition to alternate funding as required
- articulate all assistance provided to schools which have transitioned away from fossil fuel or gambling company funding (by the last 2025 sitting week)

Additionally, this project will provide strengthened controls under: Strategic Risk 6 - Failure to provide effective governance systems, including prevention of fraud and corruption

Project Objectives

To provide increased clarity and guidance around incoming and outgoing corporate sponsorship arrangements for the Directorate, aligned with the values, corporate purpose and strategic goals of individual schools, the Directorate and the ACT Government.

Project Resources

The project will be managed with existing resources in GPP and CEGS, with involvement from other areas with functional responsibility.

RECORD 2

Project Scope	The project will cover policy review, consultation and update – including development of guidance material. The policy review will consider the relationship between corporate sponsorship arrangements and related Directorate and Whole of Government position and policies (such as Gifts, Benefits, Hospitality; ACT Responsible Investment Policy; Community Contribution Scheme; ACT Procurement Framework; and Director-General's Financial Instructions). Donations are out of the scope of this project; however, the policy scope may be revised subject to consultation outcomes. (Through the process of reviewing and updating the policy, the appropriate owner will be identified and will be subsequently responsible for updating implementation material and supportive implementation of the policy.)
Context	This project will support the Directorate in its systems and supports commitment of the 2022-2025 Strategic Plan by aligning corporate sponsorship arrangements across the Directorate with our shared values, mission and principles. The project also aims to increase visibility of sponsorship arrangements through central oversight. (Under the existing policy settings, the Directorate does not have centralised management of sponsorship agreements or schools' engagement with national programs sponsored by fossil fuel, or other, companies.) This project will support progress towards meeting the goals of ACT Government Wellbeing Indicators, including increasing trust and confidence in *Government and institutions.*
Executive Summary	The Directorate's policy position recognises that sponsorship arrangements may provide mutual benefits in schools and businesses with a view to improving outcomes for students. These arrangements can involve the provision of funds or services to schools in return for acknowledgement or recognition. The current policy states sponsorship activity will be consistent with the values, corporate purpose and goals of individual schools, the Directorate and the ACT Government. The Corporate Sponsorship Procedures specify that *"any company or organisation whose name is associated with the manufacture, distribution or sale of tobacco products, alcoholic beverages, pornography or armaments is not regarded as an appropriate sponsor"*. The project will involve comprehensive consultation to ensure the Corporate Sponsorship Policy is contemporary, aligned with current values and fit-for-purpose for ACT public schools and the Education Support Office (ESO). Policy material will be prepared that helps guide sponsorship considerations and promote greater consistency – in particular, increased guidance and support will simplify and streamline policy implementation in schools.

Project Risks	Mitigations
1. Tight delivery timeframes, including project staff managing competing priorities resulting in under-developed policy and delayed milestone dates (This would include any changes in branch priorities that could impact on Governance, Policy and Procedure's capacity to review and update the policy and procedure documents in a timely manner.)	• Allow sufficient time in Project Schedule to action each milestone and keep executive sponsor informed of delays • Streamline consultation processes • Monitor workload and priorities and manage resourcing pressures with support from Communication and Governance teams • Keep executive up to date on resourcing and workload to ensure action can be taken if needed

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	• Efficiently manage scope and scale of the project within existing resources, such as by focusing on improving the existing policy
2. Project team rely on staff outside of their branch for their subject matter expertise	• Establish early contact and milestone dates with key staff contributors to ensure regular meetings and to build working relationship between project team and key contributors • Maintain clear and accurate records of key decisions points and discussions
3. Misalignment between the Directorate's Corporate Sponsorship Policy and Whole of Government/Minister's Office position on corporate sponsorship	• Develop draft policy and discussion paper that allows early engagement to inform the policy development process • Identify the position of the ACT Government and ensure policy alignment
4. Policy content too restrictive, impacting sponsorship opportunities, leading to reputational damage to the Directorate, individual schools or the ACT Government	• Ensure stakeholders are given adequate opportunities to engage and provide feedback on current practice and the proposed policy • Identify the position of the ACT Government and ensure policy alignment
5. During consultation phase, stakeholders disagree with proposed amendments to the policy	• Ensure stakeholders are informed of the reasons behind the proposed amendments (such as controlling fraud and conflict of interest risks) • Project team ensures all stakeholders views are considered, weighed and addressed in the consultation process • Project team carefully considers existing sponsorship streams and provides stakeholders with the opportunity to consider possible alternatives
6. Stakeholders may not feel engaged which could lead to gaps in knowledge and misalignment of intentions	• Make engagement with the project easy for stakeholders (in particular, external stakeholders) with a number of options to provide feedback. • Promote interest in engagement through established channels such as the Policy and Project Officers Forum
7. Project delays resulting in compressed timeframes leading to reduced stakeholder engagement	• Consult with internal subject matter experts to draft the policy and procedure documents • Plan face-to-face workshops/roundtables with key stakeholders to ensure in-depth engagement can occur • Offer multiple ways to engage to allow stakeholders to choose the most appropriate engagement opportunity for them
8. Poor implementation will result in inconsistent practices, breach of policy and confusion around the management of existing arrangements	• Identify and develop transition pathways for existing corporate sponsorship agreements • Ensure tools and guidance material are easily accessible • Implementation plan ensures: ○ changes to the policy have been well communicated to all stakeholders via multiple communication channels, with regular knowledge refresher opportunities made available in the future

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	○ the branch identified as the policy owner should undertake periodical monitoring of corporate sponsorship agreements and implementation to ensure the policy is adhered to and remains fit-for-purpose
9. Policy is not fit-for-purpose and does not meet the needs of the Directorate. For example: • Policy omissions/gaps • Policy doesn't meet original intentions • Policy is overly prescriptive, restrictive, or permissive • Reputational damage to the Directorate, individual schools and/or the ACT Government (e.g. policy permits sponsorship with businesses that do not align with Education's values)	• Extensive consultation and engagement • Involvement of subject matter experts • Research • Sufficient investment of time • Assess alignment with the ACT Government Procurement Framework (e.g., ACT Charter of Procurement Values)

Impact	Measures of Success
• Policy material provides clarity of appropriate corporate sponsorship agreements	• The policy promotes consistency for sponsorship arrangements across the Directorate • The policy includes guidance on how to ensure a sponsorship arrangement is appropriate, including the introduction of a sponsor risk evaluation tool
• Availability of tools and guidance to simplify and streamline the assessment and identification of appropriate corporate sponsorship agreements	• Necessary tools and guidance materials are in place • Tools and guidance prepared are clear, accessible and promote consistency (accessibility test, survey Policy and Project Officers Community of Practice)
• Importance of ethics and integrity when seeking, and entering into, corporate sponsorship agreements is reiterated	• Clear guidance of value considerations is provided in the policy suite • Corporate sponsorship agreements include a contemporary values statement and commitment
• Directorate is able to identify and monitor corporate sponsorship agreements across the Directorate and ACT Public Schools	• Procedures provide clear guidance of how to ensure appropriate monitoring and reporting of corporate sponsorships (e.g. establishment and use of Directorate corporate sponsorship register)

Collaboration Partners	Role
Communications, Engagement and Government Support	• Collaborative design of policy, tools and guidance material • Assist in consultation process • Support in communicating any policy changes and engagement with schools and ESO staff
Finance /Procurement	• Provide advice on sponsorship agreements, financial thresholds and accountability and potential financial impacts
Legal	• Review and provide advice on the sponsorship agreement artefacts to ensure consistency with legislation

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Audit and Assurance	• Provide advice on monitoring and reviewing provisions within the policy; and integrity, conflict of interest and fraud
School Operations	• Direct engagement and input concerning updates/changes to school procedures/reporting. • Advice/support on the development of implementation tools.
Learning and Teaching	• Provide advice on the impact of the policy on classroom-based activities

Stakeholders	Engagement (How will they be engaged?)
ESO Staff • Learning and Teaching (STEM) • Business areas with an interest in engaging sponsors for events/activities	Initial engagement will be carried out with EBM Learning and Teaching, the Policy and Project Officers Forum and Strategic Finance (Business Improvement and Support, Schools Resourcing and Finance, and Procurement). Consultation will be conducted with ESO staff via EDU Engage page and staff survey and staff consultation workshop Consultation voicemail, a policy discussion paper, and a listening will support engagement will all stakeholders.
ACT Public Schools • ACT public school students • ACT public school parents/carers • Business Managers • School teachers, leaders/principals, staff • Principals - Bonython Primary and Erindale College	Initial engagement will be carried out with the principals of Bonython Primary and Erindale College as they have recently undertaken sponsorship activities. General consultation will be carried out with the school community (including parents, staff and students) via Your Say Conversation page, Community quick poll, message board, and community survey. Additionally, workshops will be held for students and staff and staff will be included in the EDU Engage and final consultation policy meeting
ACT Council of Parents and Citizens Association	Stakeholder meeting, Your Say Conversation page, Community quick poll, message board, and community survey, and finalised policy request for feedback via email
ACT Principals' Association	Stakeholder meeting, Your Say Conversation page, Community quick poll, message board, and community survey, and finalised policy request for feedback via email
Unions • ACT Education Union • Community and Public Sector Union	Stakeholder meeting, Your Say Conversation page, Community quick poll, message board, and community survey, and finalised policy request for feedback via email
Conservation Council ACT	Your Say Conversation page, Community quick poll, message board, and community survey and finalised policy request for feedback via email
Comms Declare	Your Say Conversation page, Community quick poll, message board, and community survey and finalised policy request for feedback via email

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Canberra Parents for Climate Action	Your Say Conversation page, Community quick poll, message board, and community survey and finalised policy request for feedback via email
School boards	Your Say Conversation page, Community quick poll, message board, and community survey and finalised policy request for feedback via email
General public	Your Say Conversation page, Community quick poll, message board, and community survey and finalised policy request for feedback via email

Wellbeing Impact Assessment

Affected Cohort	Impact	Can this impact be mitigated?	Mitigation Strategy
• Children & young people • Future generations	Ensuring the Directorate's Corporate Sponsorship Policy and future sponsorship arrangements have a positive impact and promote improved achievement of Wellbeing Indicators such as Environment and Climate, Governance and institutions and Education and life-long learning through the consideration and selection of corporate sponsors who align with contemporary ACT Government and Directorate values	N/A (positive impact anticipated)	N/A (positive impact anticipated)

Workload Impact Assessment

Potential changes to this policy may impact on the effort required by schools and ESO staff when entering into corporate sponsorship arrangements in the future. This may include the introduction of sponsorship risk assessments, increased formalisation of agreements and increased reporting requirements in the Directorate.

- The consultation process will ensure stakeholders are asked about the current and future workload impact of managing sponsorship arrangements and the best governance model for the management of sponsorships.
- Tools, templates and guidance material will be developed with an aim to enable a more streamlined process when seeking and entering into sponsorships.

Project Governance

Project Manager:	Authoriser:	Approver/Approving Committee:
Senior Director, GPP	EBM Governance	EGM PGC

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Project Schedule

#	Deliverables	Description	Start	Finish
1	EGM PGC briefing to Minister for Education and Youth Affairs	Prepare and provide briefing to the Minister for Education and Youth Affairs outlining the project plan and milestones	6/3/2025	18/3/2025
2	CEGS develop consultation strategy and engagement plan	Develop strategy to guide the consultation and discussion paper process and a plan to manage engagement (CEGS to provide to Minister)	11/3/2025	TBC
3	Draft policy discussion paper EBM approval EGM approval EGC feedback (OOS circulation)	A draft policy discussion paper for EGC will be developed following an initial evaluation of existing policy gaps, an interjurisdictional policy scan, drafting of updated policy documents and consultation with ESO key stakeholders	31/3/2025 7/4/2025 10/4/2025 16/4/2025	4/4/2025 10/4/2025 15/4/2025 2/5/2025
4	Prepare messaging for engagement activities EBM approval	Set up consultation voicemail, finalise discussion paper, community quick poll, community messaging for consultation	7/4/2025 5/5/2025	2/5/2025 9/5/2025
5	Consultation, including consultation summary and listening report	Consultation with external stakeholders is conducted in accordance with consultation plan developed collaboratively with the Communications, Engagement and Government Support Branch, including open ended feedback from schools regarding challenges when engaging in corporate relationships	26/5/2025	18/7/2025 (6/7 end standard consultation) September (end)
6	Refine policy and guidelines based on stakeholder feedback	Policy and associated documents will be drafted after the consideration of feedback received during the consultation process	30/06/2025	16/7/2025
7	Tools/resources to support implementation	Appropriate tools and other resources will be developed following the consideration of feedback received during the consultation process	26/5/2025	16/7/2025
8	Draft policy endorsement pack* EBM approval EGM approval	Policy endorsement package is provided to EGM PGC including the policy documents, stakeholder consultation summary, implementation and communications plan, and EGM brief	23/7/2025 25/7/2025 30/7/2025	25/7/2025 30/7/2025 5/8/2025
9	Policy transfer*	Obtain agreement from inheriting policy owner	5/8/2025	5/8/2025
10	*Policy launch (outside of project scop)*	*Launch of policy including upload to website and communication of changes via various channels*	***Q4 2025***	***Q4 2025***

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Activity Tracker: Use flags to track progress

#	Activity (mark key milestone with ●)	By When	By Whom	Comment	Flag (use symbols from legend below)
Implement and Reflect Phase: [What tasks need to be completed to implement the project?]					
1	Prepare Intention to Create or Renew a Policy (ICPR) template	31/3/2025	GPP		
2	Interjurisdictional scan of related policies	4/4/2025	GPP		
3	Identify and map existing Directorate/ACT Government policy and guidelines and sponsorship agreements* in place	4/4/2025	GPP	With support from Strategic Finance*	
4	Engage key internal stakeholders to inform development of a policy discussion paper	4/4/2025	GPP		
5	Develop consultation strategy and engagement plan	5/2025	CEGS		
6	EGM PGC briefing to Minister for Education and Youth Affairs ●	18/3/2025	GPP/CEGS		
7	Draft policy discussion paper	4/4/2025	GPP		
8	Circulate OOS policy discussion paper to EGC feedback	16/4/2025	GPP		
9	EBM agreement to consultation strategy/ Inform EGM PCG of consultation	22/5/2025	EBM CEGS		
10	Consultation	18/7/2025	GPP/CEGS		
11	Review feedback, develop consultation summary and listening report ●	25/7/2025	GPP		
12	Refine policy and guidelines based on stakeholder feedback	25/7/2025	GPP		
13	Prepare tools, resources and implementation plan/endorsement pack in anticipation of policy endorsement	25/7/2025	GPP		
14	Assess need/benefit of further consultation or communication with stakeholders (action as per consultation plan)	25/7/2025	GPP/CEGS		
15	Finalise policy and guidelines based on stakeholder feedback	25/7/2025	GPP		
16	Finalise implementation tools and resources	25/7/2025	GPP		
17	Prepare Policy Implementation Plan and School Based Policy Implementation Plan	25/7/2025	GPP		
18	Complete Policy Endorsement Checklist	25/7/2025	GPP		
19	Prepare EGM brief	25/7/2025	GPP		
20	Legal Liaison provides agreement templates to GSO	30/7/2025	Legal Liaison		

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21	Confirm policy owner	30/7/2025	EBM Governance/ EBM CEGS		
22	Clearance of Policy Package implementation	5/8/2025	EBM Governance/ EGM PGC		
23	Policy transfer approval	5/8/2025	EGM (Policy Owner)		
Close and Transition Phase: [What tasks will be completed to evaluate the outcomes, report and transition the project to core business?]					
1	Policy owner initiates implementation of approved policy	Q4 2025	TBC	Ongoing	
2	Facilitate publication of approved policy	Q4 2025	GPP		
3	Survey to PPOCOP measures of success	Q4 2025	GPP		
4	Report on policy through standard policy reporting to EGC	Q4 2025	TBC	Ongoing	

Status Coding	On Track	Moderate Issue	Significant Issue	Complete	Not Yet Started
Variation from Project Schedule	Within 1 month	Within 3 months	More than 3 months	Complete	Not Started

RECORD 3

Reference	Stakeholders
External Stakeholders - Submissions	
REC25/358595	PDF - [redacted] response to ACT Education Directorate Corporate Sponsorship Policy Review
REC25/336405	[redacted] - Submission to ACT Fossil Fuel Sponsorship in Schools
REC25/323831	Submission - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/335382	[redacted] Submission on the ACT Education Directorate Corporate Sponsorship Policy Discussion Paper
REC25/338640	E-mail - Corporate Sponsorship Policy - Education Governance - Submission - [redacted]
REC25/338473	[redacted] - Submission on Corporate Sponsorship Policy
REC25/338104	[redacted] - Corporate sponsorship policy submission
REC25/373026	[redacted] - Submission - [redacted] Submission_for_sponsorship_policy
REC25/373000	Submission - [redacted] _Submission
(External Stakeholders) School Board - Submissions	
REC25/358590	E-mail - Corporate Sponsorship Policy Consultation - [redacted] Primary School Board Member
REC25/300953	E-mail - Corporate Sponsorship Policy [redacted] - School Board Member Comments
Total	**11**
Stakeholders - Meetings	
Key Stakeholder Groups	
	~~Topic of Student Voice Working Group discussion 1 July 2025~~
	[redacted] School Board
REC25/332725	Minutes - ACT Principals Association - Corporate Sponsorship Policy Consultation - 25 June 2025
CMTEDD	
REC25/370820	CSP Discussion - CMTEDD Econ Dev- 24 July 2025
	CMTEDD Corporate - 18 July 2025
	Procurement ACT - 17 July 2025
EDU - Meetings	
REC25/370483	Minutes -STRAT FINANCE MTG 2 - Corporate Sponsorship Policy Consultation - 22 July 2025
REC25/358949	Minutes -STRAT FINANCE MTG 1 - Corporate Sponsorship Policy Consultation - 16 July 2025
	BMAG - Initial
	BMAG -Face to Face - 20 May 2025
	EGC (consulted out of session)
	Bonython Primary (onsite tour)
	Erindale College
	Staff Workshop 1
	Staff Workshop 2
	Staff Workshop 3
	PPOF Workshop - 5 December 2024
	Principals Leadership Information Session - 24 June 2025
	DDG Office
	Kris Willis - Executive Leader, School Operations - 29 July 2025
	Learning and Teaching - 2 April 2025
	20
Internal Stakeholders - EDU - Written Feedback	
REC25/358597	E-mail - EPS input to review of the Corporate Sponsorship Policy
REC25/338228	E-mail - Staff Corporate Sponsorship Feedback - Copeland, Joel, Instrumental Music Program/Step into the Limelight
Total	**2**
Community Submissions	
REC25/373035	Submission - Submission_to_prevent_sponsorship_in_ACT_schools_by_Fossil_Fuel_companies [redacted]
REC25/339064	E-mail - Submission to proposal to end fossil fuel promotion in ACT schools [redacted]
REC25/338583	Submission - corporate-influence-in-school - [redacted]
REC25/338576	Submission - adding_fossil_fuels_to_the_list_of_prohibited_sponsors_in_ACT_schools - [redacted]
REC25/338089	E-mail - Community Feedback - [redacted]
REC25/323806	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312234	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312226	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312222	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312220	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312218	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312216	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312213	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312210	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312206	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312200	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312196	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312176	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312166	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312161	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312156	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312143	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312135	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312132	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312126	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312120	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312117	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312113	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312110	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312108	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312106	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312101	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312097	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312088	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312069	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312036	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312025	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/312020	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311960	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311958	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311955	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311953	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311949	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311948	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311946	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311944	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311939	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311937	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311261	E-mail - ACT Education Corporate Sponsorship Policy - Community Feedback - [redacted]
REC25/311054	E-mail - Corporate Sponsorship Policy - Community Feedback - [redacted]
Total	**50**

Survey Responses	
Internal Survey	
922161	Completed
922168	Completed
922174	Completed
922178	Completed
922179	Completed
922193	Completed
927851	Completed
936378	Completed
936381	Completed
936382	Completed
936400	Completed
936404	Completed
936411	Completed
936468	Completed
937742	Completed
937827	Completed
937915	Completed
948271	Completed
948332	Completed
Total	**19**

External Survey	
113095	Jul 06, 2025, 11:56 PM
112885	Jul 04, 2025, 04:09 PM
112784	Jun 23, 2025, 10:03 AM
112730	Jun 18, 2025, 01:22 AM
112708	Jun 15, 2025, 07:51 PM
112686	Jun 13, 2025, 11:50 AM
112679	Jun 12, 2025, 07:39 PM
112604	Jun 07, 2025, 03:17 PM
112542	Jun 05, 2025, 08:12 PM
112436	May 29, 2025, 05:29 AM
112400	May 27, 2025, 04:05 PM
112394	May 27, 2025, 03:30 PM
112389	May 27, 2025, 01:17 PM
112387	May 27, 2025, 12:20 PM
112383	May 27, 2025, 09:08 AM
112382	May 27, 2025, 08:06 AM
112381	May 27, 2025, 06:29 AM
Total	**17**
Student Survey	
7/2/2025 16:08:09	
7/2/2025 16:08:22	
7/2/2025 16:09:15	
7/2/2025 16:10:36	
7/2/2025 16:33:55	
7/3/2025 17:42:27	
7/3/2025 20:38:50	
7/4/2025 16:50:19	
7/7/2025 20:28:54	
Total	**9**

Message Board

Stakeholder Organisation	Stakeholder Name	Feedback method	Stakeholder contact details	Date Feedback Received	Content Manager Reference	Feedback	Risks Identified by Stakeholder	Risk Category (*ACTIA Risk Matrix)	Stakeholder Recommendations/Proposed Actions	SD (Project Manager) assessment
School Board	-	Email		29/05/2025	REC25/300953	**Clear Admissions Criteria:** With well-defined guidelines, small schools can navigate sponsorship agreements with confidence, ensuring any external funding aligns with core values and does not impinge on academic freedom.	**Risk of Commercial Influence:** Even with strict guidelines, the presence of corporate sponsors might risk the perception, or sometimes the reality, of undue influence on school policies or educational content, particularly in a smaller setting where relationships can be more personal.	**Reputation (Influence)**	Evaluating best practices from similar jurisdictions to see how sponsorship arrangements have been managed productively in small school settings in Australia and internationally (USA or via small private schools).	Considered (NT individuals sponsored, back to school supplies scheme; US more commercial educational setting/different school funding models; private different funding models, increased protection against ads e.g., logos only on training jerseys, naming rights/legacy opportunities by private individuals). Different economies, legislation, and context. ACT policy needs to be fit for purpose in the ACT.
						Supplementary Funding: does face tighter budgets (as evidenced in last 2 years budgets), corporate sponsorship can provide additional resources for extracurricular activities, special projects, or facilities enhancements without diverting core funding.	**Administrative Burden:** As is a small school, It does have a limited administrative resources. The detailed processes and ongoing monitoring required to ensure sponsorship arrangements meet policy standards may strain staff capacity and distract from primary educational functions.	**People Injuries (Workload/ Psychological)**	Establishing clear metrics for assessing both the short and long term impact of sponsorship on educational outcomes and community well-being.	Considered for evaluation
						Enhanced Community Engagement: Partnering with local or values-aligned businesses can strengthen community ties, offering opportunities for local engagement and shared community events that benefit both students and businesses.	**Potential Reputational Risks:** If a sponsor's values or practices come under scrutiny, might face negative public perception or community backlash, which can be more acute in closely knit communities such as and the cultural groups around the school.	**Reputation**	Open dialogue with stakeholders (including parents, teachers, and community members) to understand local concerns and priorities, ensuring that any partnerships enhance rather than overshadow the educational mission.	Ongoing engagement considered
						Resource Diversification: Access to sponsorship might allow schools to pilot unique educational programs, student centred sponsorships or extracurricular initiatives that would otherwise not be financially viable, ultimately enriching student experiences.	**Equity and Critical Engagement Issues:** In the environment, the introduction of corporate partnerships might raise concerns among parents or staff about the commercialisation of education. There is a risk that sponsorship could inadvertently shape perceptions of educational priorities or influence student experiences, even if only subtly.	**Reputation**		Considered
						Professional and Practical Learning Opportunities: Exposure to real-world corporate partnerships (from local and international organisations) can serve as a practical learning experience. Students may benefit from learning about responsible partnerships, marketing ethics, and the balance between commercial interests and educational integrity. This would be of greater importance in years 5-6 and in the student parliament?	**Dependence on External Funding:** As is the case in many non-for-profit organisations, when a organisation (such as) tends to lean on sponsorship monies for non-core activities, even when they are meant to be supplementary, which might lead to an unbalanced reliance on external sources rather than sustainable government funding.	**Financial**		Considered
						Overall, I personally see a net benefit from this approach however first guard-rails and innovative investment guidance would be required.				Considered
School Board	- Board Member	Email		06/07/2025		I think the Policy clearly states that sponsorship is in no way an endorsement of a particular service. I also think it is clear that sponsorship is in no way a mechanism to influence staff, students or education outcomes. I consider the list of excluded providers is reasonable, the only addition I would suggest is gambling providers however as long as this didn't preclude local clubs that do other wonderful work for the community. I think the policy could be strengthened by clearly outlining that schools have the right to choose to not engage with a sponsor that isn't included on the list if they consider the business unaligned with their school and community.			Only addition I would suggest is gambling providers however as long as this didn't preclude local clubs that do other wonderful work for the community. I think the policy could be strengthened by clearly outlining that schools have the right to choose to not engage with a sponsor that isn't included on the list if they consider the business unaligned with their school and community.	Agreed
						I think the Policy would benefit from including more examples of preferred sponsorship arrangements to outline more clearly opportunities for school sponsorship. Through expanding information on preferred arrangements I think it provides an opportunity to show how sponsorship can align with the ACT Government's values and priorities for children, such as healthy eating, active children, sustainability measures, mental health and wellbeing or educational outcomes. I also think this could be useful guidance for decision makers when considering sponsorship proposals.			The Policy would benefit from including more examples of preferred sponsorship arrangements to outline more clearly opportunities for school sponsorship.	Agreed
						I think the Policy could benefit from clear and consistent terminology to define what sponsorship is. For example, section 2.1 refers to sponsorship as additional resources or services to support activities or events. Whereas section 9.1 defines sponsorship as funds, in kind support through the provision of goods or services. I'm also wondering if sponsorship can include infrastructure to the school such as playgrounds/play spaces or learning equipment.			The Policy could benefit from clear and consistent terminology to define what sponsorship is.	Agreed
						Furthermore the policy doesn't outline the duration of sponsorship. The type of contract documentation appears to be triggered by the financial contribution however there appears to be little guidance on timeframes. For example can schools enter into ongoing or annual sponsorship arrangements or are they to be standalone donations?			Policy should outline the duration of sponsorship	Agreed
						Regarding references to supporting policies, it would be helpful to link directly to cited policies throughout the document for example: The director-generals financial instructions (2.4) The public sector management standards (4.3) Complaints policy (8.1) Education Act 2004 (9.1) The policy specifically notes staff are not to benefit from sponsorship arrangements. The public sector management standards are mentioned however if there are other relevant policies to support/provide guidance for staff on this requirement such as codes of conduct or conflict of interest policies I think these should be referenced. Further to this, section 9.1 sponsorship agreement is defined in the policy however I think this should also reference the appropriate associated documentation (e.g. Attachment A and B) as is done in section 2.4.			It would be helpful to link directly to cited policies throughout the document. If there are other relevant policies to support/provide guidance for staff on this requirement such as codes of conduct or conflict of interest policies I think these should be referenced.	Agreed in principle, adhering to policy template but additional related policies are being included in reference material
						I think the Policy clearly outlines students are not expected to participate or be excluded if there is an objection to the sponsorship arrangement. I do think the policy could be strengthened in the complaints section outlining the steps members of the school community need to follow to raise an objection to a sponsorship arrangement. It looks as though the steps would follow that of the complaints process however it's not explicitly stated. - Repeated above			I do think the policy could be strengthened in the complaints section outlining the steps members of the school community need to follow to raise an objection to a sponsorship arrangement.	Agreed
						Overall, I found the implementation documents were more insightful than the overarching policy as they provide more detail and practical information on implementing and managing sponsorship arrangements. However, I think these documents could be further developed to provide practical support tools for schools such as roles and responsibilities for sponsors, schools and the directorate, standardised letters or clauses or a consideration checklist of a potential sponsor that schools can work through in assessing a proposal to ensure the arrangement is meeting the required values and obligations.			I think these documents could be further developed to provide practical support tools for schools such as roles and responsibilities for sponsors, schools and the directorate, standardised letters or clauses or a consideration checklist of a potential sponsor that schools can work through in assessing a proposal to ensure the arrangement is meeting the required values and obligations.	Agreed: practical support tools and clear roles and responsibilities
Community		Email		31/05/2025	SUB25/18460	More Australian children are losing years of good health to diseases caused by air pollution from burning fossil fuels than tobacco smoke, while fossil fuels are also linked to respiratory illness, cancer, and pregnancy complications. Climate change, predominantly caused by burning fossil fuels, is the greatest threat to our children's future wellbeing. In addition, fossil fuel companies have a documented history of using sponsorship and advertising to 'greenwash' their pollution, influencing debate in attempts to stop actions that reduce climate pollution.	Our kids will not be prepared for future challenges if their education is influenced by legacy coal, oil and gas companies, whose priority is to slow the clean energy transformation.	**Reputation (Influence)**		Proposed prohibited category

Stakeholder Organisation	Stakeholder Name	Feedback method	Stakeholder contact details	Date Feedback Received	Content Manager Reference	Feedback	Risks Identified by Stakeholder	Risk Category (*ACTIA Risk Matrix)	Stakeholder Recommendations/Proposed Actions	SD (Project Manager) assessment
						Our kids will not be prepared for future challenges if their education is influenced by legacy coal, oil and gas companies, whose priority is to slow the clean energy transformation. In recognition of the negative effects of fossil fuel influence on education, and intervention from renowned climate scientist Prof Lesley Hughes, Macquarie University dropped Santos branding of a school science program in 2022. And the national science museum, Questacon, dropped two fossil fuel sponsors the same year. Restrictions on fossil fuel advertising are supported by the UN Secretary General, The Royal Australian College of General Practitioners (RACGP), Doctors for the Environment and more than 200 health groups and professionals. They have been enacted in more than 40 jurisdictions around the world.	Fossil fuel companies have a documented history of using sponsorship and advertising to 'greenwash' their pollution, influencing debate in attempts to stop actions that reduce climate pollution.	**Natural Environment**		Proposed prohibited category
						Additional Comment: Support(ive) of adding 'fossil fuels' to the list of prohibited sponsors in ACT schools. I think the ACT plays a leadership role on climate change policy in Australia, and I am very proud of this. I think we should be a leader in banning fossil fuel companies from promoting themselves through our schools.				Proposed prohibited category
Community		Email		01/06/2025	SUB25/18460	Refer to feedback in G7-8 There is widespread support for such restrictions including by the UN Secretary General and the Royal Australian Collage of GPs, and many others. Hope the prohibition includes banning any content provided by such companies (fossil fuel)	It is well documented that fossil fuel firms use sponsorship to buy social license. In WA they are shamefully brainwashing kids with pro-gas learning plans that are permitted in schools there. I would strongly support a national ban on all forms of fossil sponsorship including schools, sporting and cultural organisations, events, and political donations.	**Reputation (Influence)**	Incorrect reference (from here down)	Proposed prohibited category
Community		Your Say Submission			SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email	m	02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email	>	02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
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Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		03/07/2025		I am writing to you to ask that you add Fossil Fuels to the list of prohibited sponsors in ACT schools. As we all know now climate change is predominantly caused by emissions from obtaining and burning fossil fuels. And climate change is the greatest threat to our children's and grandchildren's future. Fossil fuel companies attempt to obtain social licence through sponsorship to pretty much lie, euphemistically called " Greenwashing" about the harmful effects of their emissions to hinder actions to reduce climate pollution. Therefore I am asking that you add Fossil Fuels to the list of prohibited sponsors in ACT schools as soon as possible				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community		Email		02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category

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Community	[redacted]	Email	[redacted]	02/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted] u>	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	03/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted] v>	04/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	04/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	04/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Email	[redacted]	16/06/2025	SUB25/18460	Refer to feedback in G8-9				Proposed prohibited category
Community	[redacted]	Your Say Submission	Nil	18/06/2025	SUB25/18460	I strongly oppose any proposal to introduce corporate sponsorship, advertising, or marketing into ACT public schools. The line between education and corporate influence must remain firm and absolute. Children are already bombarded with advertising across every other domain: television, social media, billboards, online content, and even public transport. Schools should be the one place where they are shielded from this relentless commercial noise. Allowing corporate branding or influence into classrooms, school events, or excursions compromises the integrity of education and the trust placed in our public system. The purpose of education is to teach critical thinking, foster curiosity, and prepare young people for an engaged and thoughtful life. These goals are fundamentally at odds with corporate marketing, which seeks to manipulate, brand, and sell. We must not permit our schools to become another platform for commercial interests. Doing so would normalize advertising in one of the few remaining spaces where children should be free to think, learn, and grow without being treated as consumers. I am unequivocally against any form of corporate sponsorship in schools, regardless of the industry or intent. Whether it is framed as "support" or "partnership," the result is the same: undue influence in the educational environment. We owe it to future generations to keep education pure, principled, and protected from commercial interference.				Considered. View is in the minority in consultation process but raises valualable considerations for the importance of protecting students from compromised eduction and opportunity for student voice on sponsorship arrangements (e.g., initiate internal review)
Community	[redacted]	Email	[redacted]	03/07/2025	SUB25/18460	I'm writing to request that you add fossil fuel sponsorship to the list of prohibited sponsors in ACT schools. Air pollution caused by fossil fuel burning is responsible for millions of premature deaths worldwide and has adverse impacts on many in our community. And of course the largest impact is the contribution to unnaturally intense weather events such as the bushfires, floods and dangerous winds that we have seen play out across Australia and the world in recent years. [redacted], it worries me that coal and gas corporations may be currently able to sponsor school events and to provide outdated and/or incorrect science information to our young students. The ACT Government has led the way on promoting renewable energy and sustainability generally. Let's not undermine that great track record by allowing fossil fuel corporations to promote outdated scientific information in our schools.	Coal and gas corporations may be currently able to sponsor school events and to provide outdated and/or incorrect science information to our young students.	**Reputation (Influence)**		Proposed prohibited category
Community	[redacted]	Your Say Submission		06/07/2025		I am fully in support of the proposal to add Fossil Fuel companies to the list of prohibited sponsorships, for the following reasons: **1.** Their lack of integrity, over many decades. These companies have made many false statements over many years when they were well aware of the effect of their products on climate. Initially these were to back climate change denial, and now they are trying to slow down the transition to a zero carbon economy. **2.** Most students are well aware of human-induced climate change and are thus faced with the paradox that these companies and products are promoted in schools **3.** The on-going harm to student's health from air pollution. **4.** The fuelling of the unnatural disasters that our students will have to deal with and fund the damage repair from their taxes. I also fully support prohibiting any financial instutions that are major funders of these companies, which includes our own four big banks, and Macquarie Bank				Proposed prohibited category
Teachers for Peace	[redacted]	Email	[redacted]	04/06/2025	SUB25/22587	**1. That the existing prohibition be maintained in full:** In response to community concerns, NSW, Queensland, and Victoria education departments have recently emulated the ACT and adopted forms of prohibitions on weapons industry involvement, in recognition that the industry creates signifi cant harm and uses targeted marketing tactics to infl uence children. The ACT Education Directorate should therefore maintain the prohibition on companies involved in the manufacture or sale of armaments and weapons.	Akin to letting tobacco companies sponsor our schools .many thousands of Australian children, suffered needlessly because we do not treat fossil fuels as toxic poisons. Increasing exposure to extreme heat caused by fossil greenhouse emissions has been shown to stunt cognitive development in our children	**People Injuries**	**1. That the existing prohibition be maintained in full**	Agreed

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						2. That the policy explicitly recognise corporate involvement in education as a form of advertising directed at children: The sponsorship policy would be more effective—and its intent clearer—if it explicitly recognised corporate involvement in education as a form of advertising. Activities such as sponsorships, awards, and branded competitions serve the same fundamental purpose of advertising: to promote a company's brand, shape public perception, and infl uence consumer behaviour…Framing corporate involvement with schools as advertising aligns the policy with established public health approaches, which recognise the benefi ts of protecting children from marketing by industries whose products or practices cause harm, and clarifies the rationale for excluding certain industries from engaging with students. Framing corporate involvement as advertising therefore strengthens the policy's coherence and reinforces its protective purpose.			**2. That the policy explicitly recognise corporate involvement in education as a form of advertising directed at children**	Considered for protections in policy
						3. That the scope of the policy be expanded to cover all forms of corporate involvement in education, including donations, gifts, grants, competitions, and awards and apply to external organisations: Sponsorship is only one of the ways corporate entities advertise to children in schools. Donations, gifts, grants, competitions, events, and awards are also forms of advertising that seek to promote a company's brand, improve public perception, and infl uence behaviour…	If the goal is to protect students from advertising by harmful industries, then scope of the policy should be expanded to apply to all forms of corporate involvement including donations, gifts, grants, competitions, events and awards. Equally, the policy should apply to external organisations that deliver educational events, awards, competitions - and the like - that are branded by prohibited industries. There is no clear justification for allowing external organisations to act as intermediaries for harmful industries to advertise to children; protection from harmful industries should not depend on whether the engagement is direct or through a third party.	**Reputation (Image) / Compliance & Regulation**	**3. That the scope of the policy be expanded to cover all forms of corporate involvement in education, including donations, gifts, grants, competitions, and awards and apply to external organisations**	Not agreed - the policy scope covers incoming and outgoing sponsorship
						4. That the Education Directorate increase oversight of corporate engagement in schools: Increased oversight will improve compliance and give the Education Directorate clearer visibility over the scale, nature, and impact of corporate involvement in schools. And with greater oversight, the Directorate can ensure that schools are not inadvertently breaching the policy. This is especially important when it comes to weapons manufacturers, where companies often market themselves as "advanced technology," "aerospace," or "engineering" companies, obscuring their core business - and their status as an industry prohibited from sponsoring education in the ACT. To reduce the administrative and compliance burden on schools, the Education Directorate can implement a procedure that requires corporate entities to warrant their suitability, with reference to the prohibited industries list.	For example, FIRST Australia is a national STEM competition that has major global weapons manufacturers as sponsors. Children who participated in the FIRST Australia finals in 2023 received collateral branded by weapons manufacturer RTX, competed for awards named by RTX, saw a promotional video and welcome message from an RTX executive, heard repeated recognition of RTX, and were asked to applaud and thank RTX for its support. Under the current policy, an ACT school would not be permitted to enter into a direct sponsorship with RTX. But the very same students may participate in a FIRST Australia competition, and be exposed to RTX advertising - an inconsistency that undermines the intent of the policy. This inconsistency applies to other industries currently restricted under the current policy. For example, while a tobacco company is prohibited from directly sponsoring a school event, the policy does not prevent that company from making a donation, offering an award, or branding a third-party service provider involved in the event. In each case, the company gains access to students and the opportunity to promote its brand—despite the underlying risks and ethical concerns remaining unchanged.	**Reputation (Image) / Compliance & Regulation**	**4. That the Education Directorate increase oversight of corporate engagement in schools**	Agreed - change in threshold proposed
Environmental Defenders Office		email		01/07/2025	SUB25/22564	We generally support these proposed criteria and submit that they support a position that fossil fuel company sponsorship should be prohibited under the Corporate Sponsorship Policy. Involvement of the fossil fuel industry in schools has long been controversial. The Discussion Paper states that 'Decisions to make, or extend, sponsorship agreements need to be ethical and demonstrate probity and integrity.' Continued use of fossil fuels contributes to significant environmental and social harms, and consequently, investment in fossil fuel is widely recognised as not being an ethical form of investment and does not align with community expectations.				Proposed prohibited category
						1. Alignment with Community Values: The Standing Committee on Public Accounts considered that government investments should adhere to the 'same ethical standard expected by the community' and recommended the ACT Government divest the Superannuation Provision Account and Territory Banking Account from holding in companies associated with fossil fuels. These recommendations are incorporated in the ACT Government's Responsible Investment Policy which excludes companies that own fossil fuel reserves from being available for investment. This approach should extend to sponsorship funds received by the ACT Government, including the Education Directorate, particularly as 'all sponsorship monies become monies of the Directorate'.			**Public school sponsorship by fossil fuel companies should be prohibited under the Corporate Sponsorship Policy on the basis that:** 1. It aligns with recommendations made by the Standing Committee on Public Accounts that government investments should adhere to community expectations.	Proposed prohibited category
						2. Beneficial and not harmful to students The ACT Climate Change Strategy 2019-2025 acknowledges that continued release of greenhouse gas emissions is causing dangerous climate disruption. It is recognised that children and young people are the most impacted by climate emergencies. In our view, corporate sponsorships by companies directly contributing to climate change cannot be considered beneficial to students. Excluding companies that are harming, rather than benefiting, the ACT community from public school sponsorship opportunities demonstrates the ACT's commitments to combating climate change and supporting student wellbeing.			**2. Children and youth are the most at risk of harm caused by climate emergencies and the fossil fuel industry is a key driver of climate change in Australia.**	Proposed prohibited category
						3. Consistent approach to ACT sponsorship policies To ensure consistency across the whole of government, the Corporate Sponsorship Policy should align with values and expectations placed upon other Directorates. We refer, for example, to the ACT Government's Responsible Investment Policy which excludes companies that own fossil fuel reserves. Corporate sponsorships provide an opportunity for companies to self-promote and generate community goodwill. While distinct from donations, tax benefits may be available to the sponsoring companies, to the extent that corporate sponsorships provide advertising opportunities. The Education Directorate should consider whether it is appropriate to associate itself with, and			**3. This would implement a consistent and unambiguous approach to ACT sponsorship policies.**	Proposed prohibited category
						4. ACT's Commitment to addressing climate change and net zero The ACT has formalised its commitment to addressing climate change through its Climate Change Strategy 2019-2025 setting ambitious targets of reducing emissions by 50-60% (from 1990 levels) by 2025, and steps towards achieving net zero emissions by 2045. To allow and accept sponsorship from fossil fuel companies in ACT public schools contradicts this commitment.			**4. It clarifies and solidifies the ACT Government's commitment to addressing climate change and the transition to net zero emissions by 2045.**	Proposed prohibited category

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ACT Council of P&C Associations		Email		30/06/2025	SUB25/18447	We have sought member input through a parent survey and discussion at our General Meeting. The following responses reflect member feedback and key considerations we believe are critical to a balanced policy approach. Our survey responses showed a mixture of feelings from parents toward corporate sponsorship in schools. Some parents believe corporate sponsorship should have no place in education and advocate for full public funding. Others felt that when managed ethically and transparently, corporate partnerships could offer valuable additional opportunities to students. **Parent Voice:** *"Public schools should be publicly funded to the level that they need – they should not need corporate sponsorships"* *"Businesses are part of the community. If they have excess money and wish to support the school – why not?"* Council acknowledges that while public education in the ACT is fully funded to the Schools Resourcing Standard, under appropriate conditions, sponsorships can provide valuable supplementary support without undermining educational integrity. Sponsorship arrangements can provide for extras that go above and beyond and enhance the public education experience of students.			**We recognise the importance of ensuring that any sponsorship arrangements:** • Align with school and community values; • Benefit student learning without causing harm; and • Are simple and practical for schools to manage.	Agreed
						One example of this is The Woden School which is currently seeking sponsorships for the construction and resourcing of a hydrotherapy pool. The Woden School is the only specialist school in the ACT without a hydrotherapy pool but there is no funding available from the government at this stage for its development. A parent from that school has noted that *"Sponsorship of this project represents a powerful opportunity to make a meaningful, lasting impact on the lives of some of the most vulnerable students in our education system."*				
						Council notes that the current Corporate Sponsorship Policy contains definitions that clearly distinguish between sponsorships and donations. A donation being an unconditional gift of money, goods, or services made voluntarily, with no expectation of return, recognition, or commercial benefit. In contrast, a sponsorship involves the provision of funds, goods, or services in exchange for advertising, publicity, or other forms of acknowledgement. It is important that this distinction remains and is understood to ensure that donations, often made by families, community members, or local businesses in good faith, are not inadvertently subject to the same requirements and scrutiny as formal sponsorship agreements.			[redacted] notes that the current Corporate Sponsorship Policy contains definitions that clearly distinguish between sponsorships and donations....It is important that this distinction remains and is understood to ensure that donations, often made by families, community members, or local businesses in good faith, are not inadvertently subject to the same requirements and scrutiny as formal sponsorship agreements.	Agreed
						We also note that as independent organisations this policy does not apply to P&C Associations. However, we acknowledge that as organisations that operate within school environments P&Cs need to be cognisant of the policy and seek advice from school leaders if in doubt over sponsorships of P&C run events.			We acknowledge that as organisations that operate within school environments P&Cs need to be cognisant of the policy and seek advice from school leaders if in doubt over sponsorships of P&C run events.	Agreed
						What type of school activities/expenses are appropriate for sponsorship? Where it is decided that corporate sponsorship is appropriate [redacted] believes that it should be directed toward enrichment activities and resources that enhance the student experience but fall outside the scope of core government funding. Examples include: • Curriculum-aligned enrichment: incursions, excursions, STEM competitions, arts residencies. • Wellbeing programs: breakfast clubs, student clubs, mental health initiatives. • Sport and physical activity: team uniforms, equipment, participation in interschool events. • Sustainability and innovation: school gardens, recycling programs, tech upgrades. • Cultural and community engagement: NAIDOC events, extra curricula language and music programs. Sponsorship should not be used to fund essential operating expenses, teacher salaries, or infrastructure maintenance.			[redacted] believes that [sponsorship] should be directed toward enrichment activities and resources that enhance the student experience but fall outside the scope of core government funding. Examples include: • Curriculum-aligned enrichment: incursions, excursions, STEM competitions, arts residencies. • Wellbeing programs: breakfast clubs, student clubs, mental health initiatives. • Sport and physical activity: team uniforms, equipment, participation in interschool events. • Sustainability and innovation: school gardens, recycling programs, tech upgrades. • Cultural and community engagement: NAIDOC events, extra curricula language and music programs. Sponsorship should not be used to fund essential operating expenses, teacher salaries, or infrastructure maintenance.	Examples considered to provide guidance on types of permitted sponsorship Agreed
						2. Should businesses with links to categories currently prohibited for ACT public school and program sponsorships be permitted to be sponsors? Linkages are often complex and are not always explicitly visible. For example, supermarkets may also operate bottle shops or have linkages to petrol stations. However, their support of schools (e.g. food for breakfast clubs) is arguably low risk as the prohibited elements are not promoted. [redacted] recommends a contextual assessment of such relationships, with a focus on transparency and the absence of influence over students. In cases where connections to prohibited sectors are more direct or visible, the Directorate should assess the appropriateness on a case-by-case basis.				Agreed
						3. Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships? Based on parent feedback, we have heard that there are concerns about the following categories: • Fast food, unhealthy food, energy drink, and sugary drink brands, which may undermine public health efforts. • Political parties, to ensure schools remain neutral and non-partisan. • Religious organisations, to preserve the secular nature of ACT public schools. • Gambling companies, which pose significant social and psychological risks. • Social media companies, due to their influence on youth mental health and wellbeing. Parents expressed concern over partnerships that may undermine student wellbeing or community trust. There was greater support for local businesses sponsoring activities but more concern about large corporate organisations. Fossil fuel companies did not emerge as a primary concern. This may reflect a perception of lesser direct influence on students. [redacted] would also like to seek clarity on the restrictions around banking programs. It is our understanding that this relates to in-school banking programs such as the now closed Commonwealth Bank Dollarmites program but does not prevent a bank from sponsoring a school in another capacity. Feedback from our survey indicates that parents would be okay with sponsorships from banks. [redacted] also notes that the more restrictions there are the more money is potentially taken out of schools. We acknowledge the cost-benefit tension where overly restrictive policies may reduce schools' ability to access corporate funding for valuable extras. It can also be unclear at the time of setting policies as to what the outcomes will be. For example, we have heard of situations, where students haven't been able to accept significant prizes in education competitions (such as overseas trips) because the competition is sponsored by an organisation in or with links to the prohibited category.			...we have heard that there are concerns about the following categories: • Fast food, unhealthy food, energy drink, and sugary drink brands, which may undermine public health efforts. • Political parties, to ensure schools remain neutral and non-partisan. • Religious organisations, to preserve the secular nature of ACT public schools. • Gambling companies, which pose significant social and psychological risks. • Social media companies, due to their influence on youth mental health and wellbeing.	Proposed prohibited category
						4. What criteria needs to be considered for making decisions on sponsorship? Key criteria should include: • Alignment with school values and educational outcomes. • Clear benefit to students - academic, wellbeing, or cultural. • No risk of harm, including physical, psychological, or reputational. • Community support, including input from parents and carers. • Transparency and disclosure, including funding sources and purpose. • Avoidance of undue influence, such as branding on school uniforms or curriculum-linked messaging. Parent Voice: *"Corporate sponsorship should occur in the context of [the] corporate giving back to the community not defining the community"* *"Student priorities should be paramount"*			**Key [decision] criteria should include:** • Alignment with school values and educational outcomes. • Clear benefit to students - academic, wellbeing, or cultural. • No risk of harm, including physical, psychological, or reputational. • Community support, including input from parents and carers. • Transparency and disclosure, including funding sources and purpose. • Avoidance of undue influence, such as branding on school uniforms or curriculum-linked messaging.	Agree in principle. Consideration of community consultation can be supported but not required due to time impacts and unintended consequencies. The policy aims to reduce red tape, increase clarity and empower decision-makers to make decisions.

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						5. How should the decision-making occur for sponsorship requests? For school level sponsorships schools should lead sponsorship decisions in consultation with their boards and P&Cs, supported by Directorate-provided frameworks, examples, and decision-making tools. Sensitive or high-value proposals should trigger a clear escalation pathway to the Directorate for review and approval: • Schools initiate proposals, with input from school boards and P&C associations. • Clear Directorate guidelines and checklists support schools to evaluate sponsor suitability. • Higher-value or sensitive sponsorships should be reviewed at a centralised level. • Where there is complexity, schools should be supported and guided by the Directorate.			For school level sponsorships schools should lead sponsorship decisions in consultation with their boards and P&Cs, supported by Directorate-provided frameworks, examples, and decision-making tools. Sensitive or high-value proposals should trigger a clear escalation pathway to the Directorate for review and approval.	Agree in principle. Support consideration of consultation but not setting it as a requirement (as above).
						6. What kind of acknowledgement or recognition is appropriate to provide for sponsors? Recognition should remain low-key and educationally appropriate. For example: • Acknowledgement in newsletters, school websites, or at school events. • Certificates of appreciation or thank-you plaques. • Logo placement (where appropriate) on event signage or promotional material, but not on student uniforms, teaching materials, or permanent infrastructure. Any recognition must avoid the perception of endorsement by students or school staff.			**Recognition should remain low-key and educationally appropriate. For example:** • Acknowledgement in newsletters, school websites, or at school events. • Certificates of appreciation or thank-you plaques. • Logo placement (where appropriate) on event signage or promotional material, but not on student uniforms, teaching materials, or permanent infrastructure. Any recognition must avoid the perception of endorsement by students or school staff.	Agree
						7. What options should parents or students have if they disagree with a sponsorship arrangement? There should be a process for parents and students to express their concerns about sponsorships that they believe conflict with school values or student wellbeing. recommends that in order to ensure trust and accountability: • Schools should consult with P&Cs before finalising significant sponsorships. • A clear process for raising concerns or objections should be communicated to families. • Where concerns are raised, there needs to be a response mechanism. • No student should be forced to participate in an activity tied to a sponsorship that raises concerns for them or their family. • Students should be able to opt out of activities tied to a disputed sponsorship.			**recommends that in order to ensure trust and accountability:** • Schools should consult with P&Cs before finalising significant sponsorships. • A clear process for raising concerns or objections should be communicated to families. • Where concerns are raised, there needs to be a response mechanism. • No student should be forced to participate in an activity tied to a sponsorship that raises concerns for them or their family. • Students should be able to opt out of activities tied to a disputed sponsorship.	Agree in principle (for clarity): Support consideration of consultation but not setting it as a requirement (as above).
						Conclusion Corporate sponsorships have the potential to contribute positively to the educational experience of students in ACT public schools by enabling enrichment activities and wellbeing initiatives that fall outside core government funding. However, they should not compromise the public nature of education, student wellbeing, or community trust. To maintain this balance, recommends that sponsorships be subject to clear, transparent criteria that prioritise student benefit, ethical alignment, and community input. Certain categories of sponsorship should remain prohibited due to their potential to undermine student wellbeing or public confidence. Parents and carers must have meaningful opportunities to participate in sponsorship decisions and to raise concerns where needed. Ultimately, all corporate partnerships in schools should reflect the values of the school community.			**recommends** that sponsorships be subject to clear, transparent criteria that prioritise student benefit, ethical alignment, and community input. Certain categories of sponsorship should remain prohibited due to their potential to undermine student wellbeing or public confidence. Parents and carers must have meaningful opportunities to participate in sponsorship decisions and to raise concerns where needed.	Agree in principle. Support consideration of consultation but not setting it as a requirement (as above).
		Email		02/07/2025	SUB25/22588	Submission - supports the proposal Fossil fuels (coal, oil, gas and their derivatives) are responsible for over three quarters of climate pollution. A handful of firms produce the vast bulk of this pollution, typically enjoying government subsidies while earning super-profits due to inadequate royalty levies. As such, the sector has gained considerable power, and uses its largesse to buy social licence given the dangerous nature of its product. Burning fossil fuels also produces toxic air pollution, which is responsible for over 8 million deaths globally per annum including over 3,000 in Australia. Gas-use in homes is linked to 12% of childhood asthma. strongly supports any proposal to limit the influence of fossil fuel firms and are delighted to see the ACT Government planning to ban fossil firm sponsorship in our schools.				Considered
						Ampol, Australia's largest transport fuel distributor, still sponsors an all-rounder award for final year high school students. Students from Kingsford Smith School and Lyneham High School have received the top ACT student award in recent years. The prize includes a $1,000 Ampol Gift Card. Ampol's terms and conditions for the 2025 prize state that - for the first time - ACT students are not eligible to enter. Clearly, these firms know that these activities are ethically unsound. They have either discontinued their involvement or are expecting increased government scrutiny. We strongly support the ACT Education Corporate Sponsorship Policy being updated to prohibit sponsorship arrangements between schools and fossil fuel firms, reflecting this community wide understanding about the acceptability of these activities.				Considered
						But why is it limited to sponsorship? We note that the above-mentioned policy is limited to sponsorship, excluding donations, gifts, grants, competitions and awards. The distinction between these categories is ambiguous. We strongly support the extension of this policy, or equivalent, to all arrangements between fossil fuel firms, schools and students to close potential loopholes and provide a safe learning environment for our kids.				Considered
						In place of its Science and Engineering Awards, BHP has introduced a program to support students from groups under-represented in STEM. This includes girls, Aboriginal and/or Torres Strait Islander students and those from lower opportunity areas. For students, the program includes the opportunity for students to attend a STEM camp, take a group on an organised day-long excursion, and participate in virtual briefings. These activities are not associated with the school environment, but they are targeted at students in Years 5-10. For adults and teachers, the program includes resources, webinars and virtual events.	This is an example of the type of arrangement that skirts existing policies and restrictions, yet targets our most vulnerable children and school teachers in the pursuit of a social licence. It bears similarities to the Western Australian based Woodside Australian Science Project, which also provides student and teacher resources. This project has been criticised for casting doubt on climate science and has been labelled as "fossil fuel company sponsored education". This is unacceptable.	**Reputation (Influence)**	**would strongly encourage broader territory/state and national bans (both within and beyond the education system) including:** • All forms of sponsorship/donations from fossil fuel firms (with transitional replacement sponsorship for affected not-for-profit groups enabled via a "Fossil-Free Australia" fund established via a levy on producers). • Fossil fuel branding on uniforms, buildings, or other collateral used by not for profit and government organisations and all educational facilities. • Fossil fuel companies providing learning materials or otherwise having influence on syllabi and curricula at any educational facility. • All forms of advertising by fossil fuel firms, including paid advertorial in any media. • Political donations from individuals associated with fossil fuel firms (major shareholders, directors, senior executives, representatives of industry groups, and their immediate families). • Political lobbying by fossil fuel firms at all levels of government, either directly or via intermediaries. We think these recommendations are rightly similar to what has been	Proposed prohibited category - noting scope of policy is only ACT Education Directorate and does not include donations or lobbying

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						We think these recommendations are rightly similar to what has been imposed on tobacco firms. Due to the harmful nature of their products, tobacco firms have been banned for years from sponsorship and advertising. Their product is not permitted in both schools, restaurants/bars, public transport and many public places. They have been forced to adopt plain packaging and be hidden from view at point of sale. More Australian children are losing years of good health to diseases caused by air pollution from burning fossil fuels than tobacco smoke, while fossil fuels are also linked to respiratory illness, cancer, and pregnancy complications. Climate change, predominantly caused by burning fossil fuels, is the greatest threat to our children's future wellbeing. Fossil fuel companies have a documented history of using sponsorship and advertising to 'greenwash' their pollution, influencing debate in attempts to stop actions that reduce climate pollution. Our kids will not be prepared for future challenges if their education is influenced by legacy coal, oil and gas companies, whose priority is to slow the clean energy transformation. In recognition of the negative effects of fossil fuel influence on education, and intervention from renowned climate scientist Prof Lesley Hughes, Macquarie University dropped Santos branding of a school science program in 2022. And the national science museum, Questacon, dropped Japanese gas company Inpex and oil giant Shell the same year. Restrictions on fossil fuel advertising are supported by the UN Secretary General, The Royal Australian College of General Practitioners (RACGP), Doctors for the Environment and more than 200 health groups and professionals. They have been enacted in more than 40 jurisdictions around the world.				Considered
		Your Say Submission	Nil	02/07/2025	SUB24/18454	Schools are vital places in our society - providing children a safe space to learn, prepare for their future and play an active role in society. We call for the inclusion of fossil fuel companies - coal, oil and gas companies in the list of categories that are prohibited from sponsorship in schools through the Corporate Sponsorship Policy. Such a ban is vital in ensuring our schools provide excellent, fair and equitable education in a safe and supported environment, in line with the Directorate's purpose. Sponsorships by fossil fuel companies are fundamentally against the Directorate's purpose due to the role these companies have played in driving anthropogenic climate change and obstructing climate action. Fossil fuel companies use sponsorships as a means to gain social license without which they will not have the social acceptance, investment or work force to continue operating. Furthermore fossil fuel companies use funding to delay climate action, spread misinformation and discredit climate science. We cannot allow such players and their funds into our classrooms, polluting the minds of our children and young people. We also fear that fossil fuel companies will use sponsorships to prevent our children and young people from actively engaging in civil society movements that have been successful in drawing the world's attention to the need for urgent climate action. The ACT has long been a national leader in climate action. Our survey shows that the ACT parent community is concerned about the harmful effects of fossil fuel sponsorships in schools and is ready to back the government in its ban of fossil fuel sponsorships. Finally, we strongly urge the government to include all mechanisms of sponsorships - donations, gifts, grants, competitions and awards, in its ban. These mechanisms have been successfully used by fossil fuel companies to engage with students. Excluding these from this review and subsequently from the ban leaves the door wide open for fossil fuel interests to continue perpetrating harm in our society.				Proposed prohibited category
						Sponsorships in schools are viewed as mutually beneficial arrangements providing financial benefits to the school while building support for businesses and organisations that provide sponsorship. The discussion paper provided by the Education Directorate rightly identifies that such sponsorships should be aligned with the values, purpose and goals of the school, the Directorate and the ACT Government.			**We specifically call for the inclusion of fossil fuel companies - coal, oil and gas companies in the list of categories that are prohibited from sponsorship in the Corporate Sponsorship Policy**. The reasons for calling for such an inclusion are: 1. Fossil fuel companies, by their very nature, are not aligned with the values, goals and purpose of schools, the Directorate and the ACT Government. 2. The bad faith use of sponsorships by fossil fuel companies to gain social license and spread disinformation about climate change 3. The use of sponsorship to potentially discourage children and young people from advocating for stronger climate action 4. Strong support from the community for including fossil fuel companies in the prohibited category	Proposed prohibited category
						1. Misalignment in values, purpose and goals The ACT Education Directorate states its mission is to " to offer excellent, fair and equitable education. We want all students to feel safe, valued and supported to thrive."1 Such an education, delivered in a safe and supported environment is crucial for our children and young people to become individuals who reach their potential and are fully contributing members of our society. However, the presence of fossil fuel companies and their interests directly contradicts the Directorate's mission, specifically its responsibility for providing a safe environment in which our children and young people can thrive. Over two decades ago, the Intergovernmental Panel on Climate Change (IPCC) - the United Nation's (UN) leading international body for assessing climate change, found that as the dominant form of the world's energy (86%) fossil fuels account for about 75% of anthropogenic carbon emissions. The IPCC has repeatedly pointed out that fossil fuels are the primary drivers of anthropogenic climate change. Through their operations, fossil fuel companies have set in motion serious, irreversible, climatic disruption that we are experiencing now and will continue to do so, well into our future. To have companies that have endangered the future of our children and young people present in what should be a safe environment for our children, is simply wrong. Studies have shown that a majority of children and young people across the world suffer from climate anxiety. In Australia, researchers have found that climate anxiety causes "feelings of fear, overwhelm, worry, distress, hopelessness and anger; PTSD; depression; anxiety; phobias; panic disorder; sleep disturbances; attachment disorders; learning difficulties; substance abuse; shock and trauma symptoms; adjustment problems; behavioural problems; and, suicidal thinking." The discussion paper provided by the Education Directorate rightly identifies that "consideration needs to be given to how educational benefits are achieved and any potential risks to students associated with sponsorship opportunities". Allowing sponsorship from fossil fuel companies is providing government permission for companies that cause such grave danger to the wellbeing of our children and young people to be present where our children should be safe - at school.	Allowing sponsorship from fossil fuel companies is providing government permission for companies that cause such grave danger to the wellbeing of our children and young people to be present where our children should be safe - at school.	**People Injuries**		Proposed prohibited category

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						2. Gaining Social License Through Sponsorships The IPCC has repeatedly called for a shift away from fossil fuels to cleaner, greener, renewable energy sources including wind and solar. Recent investigations show that fossil fuel companies have undertaken a systematic, global campaign using a variety of strategies including the spread of disinformation to discredit climate science, to slow climate action, specifically the rapid transition to renewable energy. Communications collective CommsDeclare has found that in Australia, fossil fuel companies sponsor more than 60 school programs nationwide, providing one-sided information about climate change and ignoring the benefits of moving to renewable energy sources. Fossil fuel-sponsored school programs falsely position fossil fuels as the future of energy, while casting doubt over climate science. Such programs are a means for fossil fuel companies to continue maintaining social licence while recruiting a new generation of advocates for their cause. And we know that social license is key to any industry's success - building community acceptance, investment and workforce for its operation. Acknowledging the harm in legitimising fossil fuel interests through sponsorships, educational institutions are beginning to drop fossil fuel partnerships and programs. As the Australian leader in climate action, the ACT Government is already taking steps to ban fossil fuel advertising in sporting venues through its The Environment Protection (Fossil Fuel Company Advertising) Amendment Bill 2024 (ACT). Excluding fossil fuel companies' sponsorships in schools is another important step to stop insidious strategies by fossil fuel companies to gain social license.	The ACT Government is already taking steps to ban fossil fuel advertising in sporting venues through its The Environment Protection (Fossil Fuel Company Advertising) Amendment Bill 2024 (ACT).	**Reputation (Image)**		Proposed prohibited category
						3. The use of sponsorship to potentially discourage children and young people from advocating for stronger climate action. Climate advocacy movements such as "School Strike 4 Climate" driven by children and young people have brought climate change to the forefront of policymakers' attention in Australia and across the world. Such advocacy programs have also been shown to improve resilience in children and young people. A study conducted in the US, UK, Australia and Canada has found that sponsorships in universities are being used by fossil fuel interest groups as a strategy to delay climate action. Providing sponsorships in schools could similarly be used by these bad faith actors to prevent our children and young people from actively engaging in their future, from being fully informed members of society - from advocating for faster climate action.				Proposed prohibited category
						4. Strong support from the community for including fossil fuel companies in the prohibited category A recent study conducted by the [redacted] with communications collective CommsDeclare has found that a majority of parents in the ACT support "demands for an Australian first restriction in the ACT on coal, oil and gas companies advertising or sponsoring activities and programs for their children." Our study has found that ACT parents are concerned that fossil fuel sponsorships will provide incomplete and biased information about energy use and renewables. Such strong community support makes it clear that the ACT community is ready for the government to once again take its position as a climate leader and ban fossil fuel sponsorships in schools.			**Extending the Scope of this Review** We note with concern that donations, gifts, grants, competitions and awards are outside of the scope of this review. There are many instances of fossil fuel companies using such programs in schools. The Ampol Best Allrounder Award and the BHP Foundation Science and Engineering Award are two examples of long-running, national-level school award programs run by fossil fuel companies. Leaving any mechanism, including popular ones like donations, gifts, grants, competitions and awards out of the scope of this review and more broadly, from exclusion of sponsorship will leave the door open for fossil fuel companies to continue their insidious campaign to gain social license and delay climate action. For this reason, we call for a total exclusion of sponsorships by fossil fuel companies, in all forms.	Disagree. While there are similarities across sponsorships, donations, gifts, grants, competitions and awards, there are different obligations that must be considered. For example, there is an ACT Public Sector Gifts, Benefits and Hospitality Policy which includes instructions issued by the Head of Service under the Public Sector Management Act 1994 on the management of gifts, benefits and donations. Competitions, grants and awards also operate within the policy settings of the particular program/ agreed arrangement. Regardless,the resources produced for the sponsorship policy may be of benefit to staff managing other activities outside of the scope of the policy.
[redacted]	[redacted]	Email	[redacted]	31/05/2025	SUB25/18456	[redacted] a group of advertising and marketing professionals that aim to stop the promotion of climate pollution and increase clean communications. I make this submission on behalf of our 300+ members, especially those in the ACT. We support adding 'fossil fuels' to the list of prohibited sponsors in ACT schools. More Australian children are losing years of good health to diseases caused by air pollution from burning fossil fuels than tobacco smoke, while fossil fuels are also linked to respiratory illness, cancer, and pregnancy complications. Climate change, predominantly caused by burning fossil fuels, is the greatest threat to our children's future wellbeing. In addition, fossil fuel companies have a documented history of using sponsorship and advertising to 'greenwash' their pollution, influencing debate in attempts to stop actions that reduce climate pollution. Our kids will not be prepared for future challenges if their education is influenced by legacy coal, oil and gas companies, whose priority is to slow the clean energy transformation. In recognition of the negative effects of fossil fuel influence on education, and intervention from renowned climate scientist Prof Lesley Hughes, Macquarie University dropped Santos branding of a school science program in 2022. And the national science museum, Questacon, dropped two fossil fuel sponsors the same year. Restrictions on fossil fuel advertising are supported by the UN Secretary General, The Royal Australian College of General Practitioners (RACGP), Doctors for the Environment and more than 200 health groups and professionals. They have been enacted in more than 40 jurisdictions around the world. Thank you for considering this submission to help our children's future.			We support adding 'fossil fuels' to the list of prohibited sponsors in ACT schools.	Proposed prohibited category
[redacted]	[redacted]	Email	[redacted]	03/06/2025		It is vital that fossil fuel companies are prevented from buying social licence with young people and communities. Science has firmly established fossil fuel companies are significantly driving human-caused climate change. The increasing frequency and severity of climate disasters our children will face - lost school days - will be directly attributable to these companies. Our children and students across Australia will experience increasingly hot classrooms and dangerous temperatures. Canberrans remember the smoke-choked playgrounds of 2020 and worry about what damage was being caused to our children's lungs. Air pollution from burning fossil fuels is causing more harm to Australian children's health than tobacco smoke. Coal, oil and gas are our modern-day tobacco, causing far greater harm to our children. Tobacco is rightly already included in the excluded problematic industries. Restrictions on fossil fuel advertising are supported by the UN Secretary General, The Royal Australian College of General Practitioners (RACGP), Doctors for the Environment and more than 200 health groups and professionals. Bans have been enacted in more than 40 jurisdictions around the world. The ACT often leads the way; on this, their leadership is needed.			Strongly supports adding 'fossil fuels' to the list of prohibited sponsors in ACT schools. Given the ACT declared a Climate Emergency back 2019, it is surprising that it has not been already included. We strongly support the ACT Education Corporate Sponsorship Policy being updated to prohibit sponsorship arrangements between schools and fossil fuel firms.	Proposed prohibited category
						It was surprising to see students from public schools (Kingsford Smith School and Lyneham High) awarded Ampol sponsored all-rounder awards, after the declaration of a Climate Emergency. This seems incredibly incongruous and public schools need to be very clear that this is no longer acceptable. Ampol's terms and conditions for the 2025 prize now state that ACT students are not eligible to enter. A pre-emptive move in light of a proposed ban. This must now be formalised by the government and apply to all fossil fuel companies.			Ampol's terms and conditions for the 2025 prize now state that ACT students are not eligible to enter. A pre-emptive move in light of a proposed ban. This must now be formalised by the government and apply to all fossil fuel companies.	Note policy scope

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						The review is limited to sponsorship, excluding donations, gifts, grants, competitions and awards. However, the distinction between these categories is immaterial, as the outcome generated is the same. It is important that there is no ambiguity in fossil fuel companies' permission to donate, give gifts, grants, awards or run competitions in ACT schools. Any policies, programs, procedures directing schools must be aligned to ensure the exclusion of fossil fuels. Fossil fuel companies should not be exploiting our schools, they should not use our children as billboards, nor green washing their complicity in the climate emergency through the curriculum.			It is important that there is no ambiguity in fossil fuel companies' permission to donate, give gifts, grants, awards or run competitions in ACT schools. Any policies, programs, procedures directing schools must be aligned to ensure the exclusion of fossil fuels.	Disagree. While there are similarities across sponsorships, donations, gifts, grants, competitions and awards, there are different obligations that must be considered. For example, there is an ACT Public Sector Gifts, Benefits and Hospitality Policy which includes instructions issued by the Head of Service under the Public Sector Management Act 1994 on the management of gifts, benefits and donations. Competitions, grants and awards also operate within the policy settings of the particular program/ agreed arrangement. Regardless,the resources produced for the sponsorship policy may be of benefit to staff managing other activities outside of the scope of the policy.
ACTPA	Chris Jones; Simon Vaughan	Meeting	Chris.Jones@ed.act.edu.au; simon.vaughan@ed.act.edu.au	25/06/2025	SUB25/18446	**Community Organisations** Mr. Vaughan questioned how in-kind arrangements, awards and sponsorships from community organisations such as Rotary fit into the Corporate Sponsorship Policy (the policy). He noted public schools undertake community engagement work, for example engaging with organisations like Rotary for sponsorship of scholarships. He advised that community organisations want to provide scholarships and while the arrangements don't often require advertising, the sponsors often ask to advertise in school newsletters or to provide free merchandise to students (e.g. footballs). The co-presidents discussed the need to define the difference between arrangements provided by corporate entities and community organisations within the policy.			A need to define the difference between arrangements provided by corporate entities and community organisations within the policy.	Agreed
						Local Clubs Mr. Vaughan raised local club contributions to schools, noting the example of the relationship between Stellar Gym, owned by the Hellenic Club, and Canberra College. For example, Stellar employs students and offers trials of activities. Mr. Vaughan noted that local clubs are required to participate in the Community Contributions Reform Scheme to ensure a portion of gaming machine revenue is provided back to the ACT Community. He suggested the policy exclude adult targeted activities rather than a blanket ban, to allow flexibility of choice for schools. This should include the delineation of the community arm of a club as opposed to the licenced activities they participate in. For example, schools using function rooms within clubs for graduations or other events.	Local clubs are required to participate in the Community Contributions Reform Scheme to ensure a portion of gaming machine revenue is provided back to the ACT Community.	Reputation & Image	The policy should exclude adult targeted activities rather than a blanket ban, to allow flexibility of choice for schools. This should include the delineation of the community arm of a club as opposed to the licenced activities they participate in.	Logic to approach prohibited categories
						P&C Mr. Jones questioned the role of P&C's in the policy. He noted that P&C's often engage with local businesses for raffle donations, fundraisers, sponsorship or donation of prizes. From a primary school perspective, changes to the Corporate Sponsorship Policy may make it difficult for P&C's to continue these activities.	Changes to the Corporate Sponsorship Policy may make it difficult for P&C's to continue their activities.	Financial/ Reputation		Refer P&C submission
						Supermarkets and other large corporations Mr. Jones noted that supermarkets regularly approach schools to offer collectibles targeted to children to encourage students and their families to shop with them. The policy should recognise the difference between large corporations, their local branches and other local businesses. The policy could place more restrictions on larger companies. Mr. Vaughan noted that the acceptance of a large-scale sponsorship (e.g. for facilities) isn't appropriate in an environment where schools are fully funded by the government for day-to-day operations. However to make sure public schools are in a competitive space with non-government schools in the ACT, the policy can't shut the door on all sponsorships.			**1.** The policy should recognise the difference between large corporations, their local branches and other local businesses. The policy could place more restrictions on larger companies. **2.** The acceptance of a large-scale sponsorship (e.g. for facilities) isn't appropriate in an environment where schools are fully funded by the government for day-to-day operations.	1 Agreed 2 Agreed-in-principle. Rather than an explicit ban on large scale sponsorship, a preference toward local business has been confirmed through the consultation process and a risk-based approach should be taken (note the larger the sponsorship, the larger the risk)
						Process Attendees discussed ensuring communications and processes provided to principals are simple as their workload is already high. Mr. Vaughan noted the policy should consider what the intentions of sponsorships provided are. The policy should also consider "reverse" sponsorships, where a school hires facilities at a discounted rate and the hirer or sub-hirers advertise or use the space for unintended or prohibited activities. Mr. Vaughan suggested the policy could use a commonsense approach for engaging with sponsors. An explanation page for schools and a matrix could be included in the policy. These would advise schools of the boundaries of the policy and to assist them to assess suitable sponsors, potentially using a traffic light system. Mr. Jones questioned who should decide sponsorships, suggesting a model that is somewhere in between schools determining who can be a sponsor and the Directorate making decisions. At the point there is an unclear conflict of interest, schools could then escalate to the Directorate. He reiterated a that a local decision-making grid should be provided by the Directorate to schools, rather than a fully centralised model. If a sponsorship is spread across multiple school, the Directorate should then manage this. The Directorate should also be more circumspect in which system wide sponsorships it takes on. Mr. Jones noted that a tiered sponsorship model (e.g. Bronze, Silver, Gold) is potentially too competitive with other schools. This could be modelled as a business rather than a service and draw sponsorship from other schools. He advised the policy doesn't need to cover every sponsorship eventuality.	Attendees discussed ensuring communications and processes provided to principals are simple as their workload is already high.	People Injuries (Workload/ Psychological)	**1.** Ensuring communications and processes provided to principals are simple **2.** The policy should consider what the intentions of sponsorships provided are. **3.** An explanation page for schools and a matrix could be included in the policy. These would advise schools of the boundaries of the policy and to assist them to assess suitable sponsors, potentially using a traffic light system. **4.** A model that is somewhere in between schools determining who can be a sponsor and the Directorate making decision **5.** A local decision-making grid should be provided by the Directorate to schools, rather than a fully centralised model. If a sponsorship is spread across multiple school, the Directorate should then manage this. **6.** A tiered sponsorship model (e.g. Bronze, Silver, Gold) is potentially too competitive with other schools.	Agreed
[redacted]	[redacted]	Your Say Submission	[redacted]	06/07/2025		Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships? In this submission, the phrase gambling harm will be used. It is important to note that this is not just financial loss. As defined by Australian Institute of Family Studies, it is "any negative consequence experienced by an individual or members of their social network because of participation in gambling" . Experiences of harm can include (but are not limited to) relationship harm, decline in physical and psychological health, work or study harm and financial harm.			Recommendation The [redacted] recommends that gambling entities are prohibited from providing sponsorships in schools or associated education activities. This should include a ban on all gambling entities, including community clubs who operate electronic gaming machines. Sponsorship is not a neutral act; it is a form of advertising that can shape attitudes, normalise harmful behaviours, and build brand loyalty among students and families. Evidence supporting this position is framed by three main areas.	Proposed prohibited category

Stakeholder Organisation	Stakeholder Name	Feedback method	Stakeholder contact details	Date Feedback Received	Content Manager Reference	Feedback	Risks Identified by Stakeholder	Risk Category (*ACTIA Risk Matrix)	Stakeholder Recommendations/Proposed Actions	SD (Project Manager) assessment
						1.Gambling entities are increasingly targeting vulnerable communities, including young people. According to the Prevalence Survey, young men are particularly susceptible to gambling-related harm with 36.7% of men aged 18-39 who gamble at least weekly, classified as either moderate-risk or experiencing gambling problems. This compares to 33.1% of women in the same age group, highlighting troubling demographic patterns among those most at risk. In addition, a recent report launched by the Australia Institute investigating teenage gambling reported participation rates for 12 to 17 year olds ranged from 29.8% to 40.1%. Further, it noted that annual expenditure from this group is estimated to be $231 million – an average of $86.72 per teenager per year. Sponsorship is an attractive way for sponsors to target consumers and build markets. The Education Directorate should evaluate against their values and ethics, the appropriateness of entering into arrangements with entities who have products which have been proven to cause harm, and who are aggressively marketing to younger age groups.				Noted
						2.Loss of social licence and growing community concern regarding the impacts of gambling advertising. Gambling has pervaded our every day lives, with increasing concern being raised by community and experts, about the impact of gambling advertising in normalising gambling activities and minimising the harmful impacts. Sponsorship is a form of advertising, including positive brand association among youth and family cohorts. A report by the Australian Institute of Family Studies released in March 2023 found that in relation to sports and race betting advertising, many Australian adults support outright bans on all forms of sports and race betting advertising. The ACT Education Directorate Safety and Wellbeing Strategy 2024-2026 includes harm prevention, as well as promoting safety and wellbeing, as two pillars of the vision. Given the growing community concerns, it is incumbent on the Education Directorate to reflect on how community attitudes align with their own strategies, and not expose young people to potential harm.				Noted
						3.Gambling is negatively impacting our local community. The recently released ACT Gambling Prevalence Survey, conducted by the ACT Gambling and Racing Commission, paints a stark picture in relation to the scale and the impact of gambling on our local community. The survey found that of ACT Adults, 9.4% were at some level of gambling related risk according to the Problem Gambling Severity Index. Over the last 12 months, it showed that 9.1% of ACT adults – equivalent to approximately 33,480 people – reported at least one harm from their own gambling. This rose to 17.1% among those who gambled during that time." These findings underscore the need for the Education Directorate to make decisions that protect the wellbeing of students and families. It is essential to carefully consider the risks of entering sponsorship arrangements with entities linked to gambling-related harm or subject to adverse public health findings.				Noted
		Your Say Submission		07/07/2025		strongly support the ACT Education Corporate Sponsorship Policy prohibiting sponsorship arrangements between schools and fossil fuel companies. wishes to emphasise that any policies, programs, procedures directing schools must be aligned to ensure the exclusion of fossil fuels. Fossil fuel companies should not be permitted to give donations, gifts, grants or run competitions and awards in ACT schools. Fossil fuel companies should not be exploiting our schools, they should not use our children as billboards, nor green washing their complicity in the climate emergency through the curriculum.			Fossil fuel companies should not be permitted to give donations, gifts, grants or run competitions and awards in ACT schools.	Proposed prohibited category. Note policy scope.
EDU/ESO Staff		Email			SUB25/21340	It would be amazing if as a system we're able to be set up for sponsors/doners to receive a tax break on their contribution. I know that this is a current barrier for some sponsors and I understand that it is just a process we need to set up on our end to facilitate.			Set up for sponsors/donors to receive a tax break on their contribution.	Postponing for consideration by policy owner following policy transfer
Principal and School Staff Workshops	Workshop 1:	MS Teams		01/07/2025		**Summary:** **Current Practice & Examples** Limited experience with current policy. In-kind arrangements (e.g. NAIDOC Day fruit donation from a local shop) are often informal and thanks is expressed via the school newsletter. Other local sponsorships with supermarkets for example: School approached a local licensed supermarket for cohort jacket sponsorship (with logo) but did not proceed due to licensing concerns. Cost difference was minimal. Some ongoing sponsorships (e.g. legal studies award) discontinued or questioned due to conduct of sponsors. Stellar Fitness: Offered hydrotherapy access to special needs students – reciprocal arrangement. Question raised whether this is prohibited given the gym is run by the Hellenic Club. ADF and STEM companies sponsor awards/scholarships. **Key Issues Raised** Prohibited Categories: Should links to prohibited entities (e.g. licensed clubs) remain banned? Community Acceptance: Local clubs often accepted due to sports sponsorships. Government Entity Constraints: Preference not to advertise on student clothing. Individual Sponsorships: Current policy does not allow individuals to be sponsored. Recognition vs Sponsorship: Need to distinguish between donations and sponsorships, especially regarding recognition. ACT Government Logo Use: Concerns about sponsor websites displaying the logo long-term with no end date.			**The Policy should give clear guidelines on:** What schools can offer and accept. Duration and review of sponsorships - Review mechanism Recognition and branding rules. Templates for agreements (e.g. MOUs, ToRs). Include provisions for in-kind services and mutual benefit arrangements. Address tax write-off processes and ATO requirements. Consider Go-fund me	Considered. Agree, including how Go Fund Me might be considered in procedures (not to be used due to equity and reputational concerns)
						EPS Community Hub: Differentiates between gifts/donations and corporate sponsorships. Operates under risk assessment and directorate guidance. Offers wraparound care (e.g. allied health, midwifery, playgroups), not teaching and learning. **In-Kind Services:** Important to expand in policy. May fall under procurement legislation. Flexibility needed for reciprocal arrangements (e.g. reduced hire costs). **Before/After School Providers:** Offer voluntary support for events (e.g. discos, carnivals) without reduced hire fees – seen as community advertising. **Sponsorship Dynamics** **Mutual Benefit:** Key consideration in arrangements. **Reputation:** Significant factor in decision-making. **Performing Arts Centre**: Sponsorship negotiations ongoing. **Careers Market:** Providers attend due to captive audience; beneficial for students transitioning to community. **Policy Coverage:** Careers market falls under volunteers and visitors policy.				All issues raised considered.

Stakeholder Organisation	Stakeholder Name	Feedback method	Stakeholder contact details	Date Feedback Received	Content Manager Reference	Feedback	Risks Identified by Stakeholder	Risk Category (*ACTIA Risk Matrix)	Stakeholder Recommendations/Proposed Actions	SD (Project Manager) assessment
	Workshop 2:	MS Teams		03/07/2025		**Need for Clear Policy:** Strong preference for black-and-white guidelines, especially in primary schools. **School Boards & P&Cs**: Sponsorships often come through P&Cs and fundraising, not directly from schools. Boards and P&C leaders need clear guidance on obligations and decision-making. **Community Involvement:** Sponsorships are usually for one-off events. Clarity needed on prohibited categories and branding expectations. **Financial Oversight:** No current limit on sponsorship amounts. Acquittal process suggested to ensure funds are used appropriately. Recognition (e.g. newsletter mentions) may not meet sponsor expectations. **Risks & Responsibilities** **Principal Concerns:** Reputation management and community engagement are key. Protection for staff, students, and leadership is essential. **Age Appropriateness:** Sponsorships must align with legal age recommendations, especially for social media and products not suitable for under-13s. **Policy Suggestions** **Define:** Sponsorship vs donation. Terms, duration, and expectations. **Include:** Sponsor disclosure forms. Traffic light system for decision-making. **Hybrid model:** local decisions with ESO support for complex cases. Tools like templates, MOUs, and review processes.			**Need for Clear Policy:** Strong preference for black-and-white guidelines, especially in primary schools. Boards and P&C leaders need clear guidance on obligations and decision-making. Clarity needed on prohibited categories and branding expectations. Acquittal process suggested to ensure funds are used appropriately. **Policy Suggestions** **Define:** Sponsorship vs donation. Terms, duration, and expectations. **Include:** Sponsor disclosure forms. Traffic light system for decision-making. **Hybrid model:** local decisions with ESO support for complex cases. **Tools** like templates, MOUs, and review processes.	Recommendations considered and will be addressed
	Workshop 3:	MS Teams		04/07/2025		Majority of students are in sports programs. **Existing partnerships include:** **Raiders:** Alumni and potential sponsors. **Vikings Club:** MOU in place for coaching and oval use; branding on goal post pads in exchange for discounted maintenance. **Interest in sponsorships from:** Sporting clubs, clothing brands, TV broadcasters. **Potential for:** Logos on uniforms. Upgrades to facilities (e.g. strength & conditioning areas)/Donation/sponsorship of used equipment Access to higher-tier programs (e.g. Team Builder). **Clarity on Permissions:** What is and isn't allowed (e.g. branding, sponsorship types). **Term Definitions:** Duration of sponsorships tied to product lifespan (e.g. uniforms, equipment). **Templates**: Agreement templates exist but need clearer guidance on establishing terms. **In-Kind Services:** Must comply with procurement rules; branding and recognition must be managed carefully. **Used Equipment:** Insurance and quality standards must be addressed in agreements. **Equity & Inclusion** Consider offering cleanskin jerseys for students who may object to certain sponsors.			**Clarity on Permissions:** What is and isn't allowed (e.g. branding, sponsorship types). **Term Definitions:** Duration of sponsorships tied to product lifespan (e.g. uniforms, equipment). **Templates:** Agreement templates exist but need clearer guidance on establishing terms. **In-Kind Services:** Must comply with procurement rules; branding and recognition must be managed carefully. **Used Equipment:** Insurance and quality standards must be addressed in agreements. **Equity & Inclusion** Consider offering cleanskin jerseys for students who may object to certain sponsors.	Agreed, clarification requirements noted
School Board	School Board Members	Face to face		11/06/2025		**Sources of Revenue:** Parents employed by larger businesses and corporations may be willing to offer services or volunteer however insurance limitations may restrict certain contributions. **Sponsorship Opportunities:** May include products and infrastructure. Unclear whether sponsors can engage with the media to promote their involvement. **Event Sponsorship:** Potential for sponsorship of school events and fetes, however the P&C contribution and activities needs to be considered in this space. **Directorate-Level Sponsorships:** No current system-wide sponsorships. Not prohibited, but not formally established.			Unclear whether sponsors can engage with the media to promote their involvement.	To be considered in guidance
Corporate Sponsorship Policy Stakeholder Meeting – Strategic Finance (Group 1)		MS Teams		16/07/2025		**Procurement** Discussion was held concerning options for combined procurement and sponsorship arrangements and concern was raised around risks including transparency and process. It was thought that there wasn't much intersection between procurement and sponsorship except, possibly, for uniforms but that there needs to be consideration of the limitations of contractual arrangements and different opt-out options. (Note – reward cards, such as those from fuel companies, are not permitted)				Noted
						Public Perception The need to align with values and mitigate risks was noted. The management of conflicts of interest is important but consideration should also be given to perceived conflicts of interest following sponsorship arrangements. It was raised that if there is no conflict of interest for staff making sponsorship arrangements, but another staff member has a conflict, it could be perceived that the conflict was not managed. For example, staff uniforms with branding being worn by a staff member who is related to the business owner.				Agreed
						Prohibited Categories Consideration was given to prohibited sponsor categories and the need for alignment with other programs. For example, healthy food initiatives would not align with sponsorships from fast food or energy drink companies. A traffic light system might be helpful. Feedback shared by business managers supported the need for clear categories and restrictions associated with alcohol, cigarettes and gambling. Policy development will consider where the line is drawn to distinguish between prohibited and permitted categories and how businesses that sell in both categories (such as supermarkets and local clubs that sell alcohol or cigarettes) are considered. Taking an 'age appropriate' approach to sponsorship arrangements was discussed.			Consideration was given to prohibited sponsor categories and the need for alignment with other programs. For example, healthy food initiatives would not align with sponsorships from fast food or energy drink companies. A traffic light system might be helpful. A need for clear categories and restrictions associated with alcohol, cigarettes and gambling.	Agreed, to be adressed
						Facilities Discussion was held on the use of facilities and overflow spaces. Challenges with the Circus Warehouse at Kaleen High School, minimal costs for facility use where students got discounted classes during school were raised. Basketball ACT was provided as an example of impact on assets and maintenance requirements (e.g., resurfacing paid for by an outside organisation) and P&C's use/involvement. Another scenario raised was artificial turfs and resurfacing/maintenance.			Impact on assets and maintenance requirements should be considered for use of facilities arrangements	Agreed, to be adressed

Stakeholder Organisation	Stakeholder Name	Feedback method	Stakeholder contact details	Date Feedback Received	Content Manager Reference	Feedback	Risks Identified by Stakeholder	Risk Category (*ACTIA Risk Matrix)	Stakeholder Recommendations/Proposed Actions	SD (Project Manager) assessment
						Recognition Participants discussed the risks with uniform branding and school management of costs associated with exemptions (blank uniforms). Parents may pay for the uniforms through voluntary contributions. Schools often offer secondhand uniforms and consideration was given to uniforms being passed down in families. An approach of excluding uniforms from sponsorship was supported to address these issues as school uniforms are considered 'essential' whereas school sporting jerseys and other clothing with school branding is seen as 'extra'. The need to ensure logos are only used with Territory permission was raised. Sporting uniforms (e.g., rugby) were discussed as extras and Erindale sports uniforms for the academy were mentioned. Discussion was also held on optional extras purchased by parents that include business logos of the supplier (by purchase, not sponsorship arrangement) – for example: Cantebury.			An approach of excluding uniforms from sponsorship was supported to address these issues as school uniforms are considered 'essential' whereas school sporting jerseys and other clothing with school branding is seen as 'extra'.	Agreed , to be proposed
Corporate Sponsorship Policy Stakeholder Meeting – Strategic Finance (Group 1)		MS Teams		22/07/2025		• The Government Procurement Act (GPA) allows for a "value add" component in sourcing activities. This should be reflected in the statement of requirements and costing (e.g., price reduction in exchange for recognition). Value Add Examples: • School photography offering promotional videos with branding. Typically limited to logos/branding, but could extend to events and services.			• Clearly define "value add" and include GPA references. • Explicitly call out in-kind arrangements for separate oversight, these should be assessed on a case by case basis. • Streamline procedures and redirect to financial management obligations. • Include clear definitions to assist schools in administration.	Agreed link to Procurement to be set out
						• Sponsorship Policy Considerations: • Facilities (e.g., Canberra College Markets) involve hiring space and advertising, however the Community Use Policy does not intersect with the Sponsorship Policy. These policies should remain distinct. • In-kind arrangements are complex and require case-by-case assessment. • Probity and bias concerns must be addressed. • Financial transactions (e.g., $2000 for banner placement) must clarify purpose and compliance.				Noted
Policies and Programs		Email		09/07//2025		The discussion paper called for suggestions for additional sponsorship categories that should be prohibited for ACT public school and program sponsorships. The Policies and Programs team in EPS suggests that 'religious groups' should be considered for the prohibited list. Our section has responsibility for the Religious Education (RE) Policy. While not covered by the RE policy, in the past we have been asked to advise schools on accepting supporting funds from churches . I've attached the recent relevant example which related to a donation. We understand the Corporate Sponsorship Policy does not cover donations but expect that if questions are coming up about donations, then they may also arise in relation to sponsorships. Clarity on this matter in the Corporate Sponsorship Policy would benefit schools. As you will see in the attached, we advise ACT public schools that they should not be advertising or communicating about religious education in a particular religion to students (or their families) whose parents/carers have not made a request for religious education. We provide this advice as legislation (Education Act 2004, Section 28) requires that education in ACT government schools is non-sectarian, secular education. Its important ACT public schools are not actively promoting (or perceived to be actively promoting) religious education within the school or wider ACT public education system. Adherence to this approach also reduces the risk that the school might be perceived to be promoting or advocating for a particular religion over others.	Risk that a school might be perceived to be promoting or advocating for a particular religion over others.	Reputation & Image	The Policies and Programs team in EPS suggests that 'religious groups' should be considered for the prohibited list.	Proposed prohibited category

| Consideration | Date Submitted | What is your current involvement with ACT public schools? | What is your current involvement with ACT public schools?1 | What is your current involvement with ACT public schools?2 | What is your current involvement with ACT public schools?3 | What is your current involvement with ACT public schools?4 | What is your current involvement with ACT public schools?5 | What is your current involvement with ACT public schools?6 | Columns7 | What type of school activities/expenses are appropriate for sponsorship? | What type of school activities/expenses are appropriate for sponsorship?1 | What type of school activities/expenses are appropriate for sponsorship?2 | What type of school activities/expenses are appropriate for sponsorship?3 | What type of school activities/expenses are appropriate for sponsorship?4 | What type of school activities/expenses are appropriate for sponsorship?5 | What type of school activities/expenses are appropriate for sponsorship?6 | Should businesses with links to categories that are currently prohibited for ACT public school and program sponsorship be permitted to be sponsors? | Should businesses with links to categories that are currently prohibited for ACT public school and program sponsorship be permitted to be sponsors?1 | Should businesses with links to categories that are currently prohibited for ACT public school and program sponsorship be permitted to be sponsors?2 | Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorship? | Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorship?1 | Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorship?2 | Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorship?3 | Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorship?4 | Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorship?5 | Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorship? These are some categories banned by other Australian authorities | Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorship? These are some categories banned by other Australian authorities?1 | Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorship? These are some categories banned by other Australian authorities?2 | What criteria needs to be considered for making decisions on sponsorship? | What criteria needs to be considered for making decisions on sponsorship?1 | What criteria needs to be considered for making decisions on sponsorship?2 | What criteria needs to be considered for making decisions on sponsorship?3 | What criteria needs to be considered for making decisions on sponsorship?4 | What criteria needs to be considered for making decisions on sponsorship?5 | What criteria needs to be considered for making decisions on sponsorship?6 | What criteria needs to be considered for making decisions on sponsorship?7 | Should decision-making occur locally or centrally for sponsorship requests? | Should decision-making occur locally or centrally for sponsorship requests?2 | Should decision-making occur locally or centrally for sponsorship requests?3 | What kind of acknowledgement or recognition is appropriate to provide for sponsors? | What kind of acknowledgement or recognition is appropriate to provide for sponsors?1 | What kind of acknowledgement or recognition is appropriate to provide for sponsors?2 | What kind of acknowledgement or recognition is appropriate to provide for sponsors?3 | What kind of acknowledgement or recognition is appropriate to provide for sponsors?4 | What kind of acknowledgement or recognition is appropriate to provide for sponsors?5 | What kind of acknowledgement or recognition is appropriate to provide for sponsors?6 | What options should parents or students have if they disagree with a sponsorship arrangement? Students should be able to opt out of | What options should parents or students have if they disagree with a sponsorship arrangement?1 Students should be able to opt out of | What options should parents or students have if they disagree with a sponsorship arrangement?2 Students should be able to opt out of | What options should parents or students have if they disagree with a sponsorship arrangement?3 Students should be able to opt out of | Are there any other improvements you would like to see made to the policy? |
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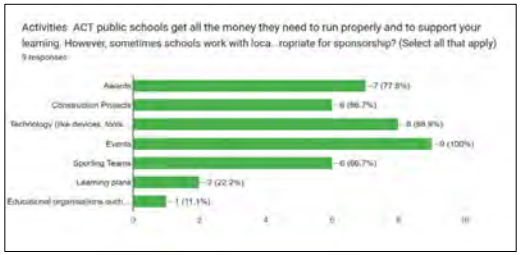
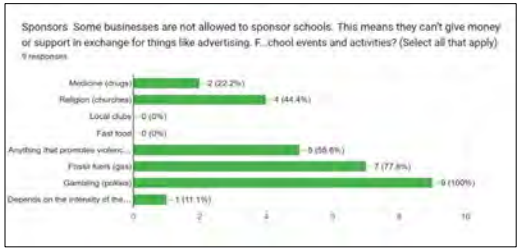
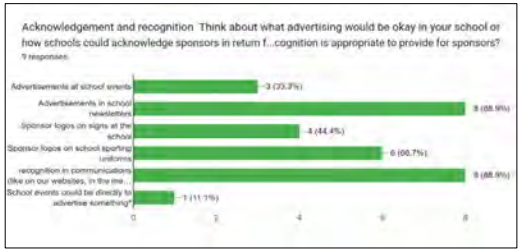
Response Reference	Completed Date/Time	Status	What role do you play in ACT public schools?	What role do you play in ACT public schools?2	What type of school activities/expenses are appropriate for sponsorship? Select all that apply:	What type of school activities/expenses are appropriate for sponsorship? Select all that apply:3	What type of school activities/expenses are appropriate for sponsorship? Select all that apply:4	What type of school activities/expenses are appropriate for sponsorship? Select all that apply:5	What type of school activities/expenses are appropriate for sponsorship? Select all that apply:6	What type of school activities/expenses are appropriate for sponsorship?Select all that apply:	What type of school activities/expenses are appropriate for sponsorship? Select all that apply: 7	What type of school activities/expenses are appropriate for sponsorship?	The current policy prohibits sponsorship arrangements in adult industry/pornography, alcohol products, anything illegal, armaments/weapons manufacturing or sale, banking programs, tobacco products (including vapes), and where conflicts of interest exist.	Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships? These are some categories banned by other Australian authorities:Select all that apply.	Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships? These are some categories banned by other Australian authorities:Select all that apply.8	Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships? These are some categories banned by other Australian authorities:Select all that apply.9	Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships? These are some categories banned by other Australian authorities:Select all that apply: R4 .42	Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships? These are some categories banned by other Australian authorities:Select all that apply: R4 .6	Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships? These are some categories banned by other Australian authorities:Select all that apply: R4 .7	Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships? These are some categories banned by other Australian authorities:Select all that apply: R4 .8	Are there any additional sponsorship categories that should be prohibited for ACT public school and program sponsorships? These are some categories banned by other Australian authorities:Select all that apply: R4 .9 1	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: RS .1	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: RS .2	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: RS .3	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: RS .4	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: RS .5	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: RS .6	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: RS .7
921315 9506 45	26/05/2025 11:19:26 AM	Started	Education Support Office staff	na	Curriculum	Events	Sports teams	Awards	Infrastructure projects	Technology/other resources	na	na	Yes	Fossil fuels	Gambling	na	na	Fast food	Pharmaceuticals (drugs)	Anything that promotes violence (e.g. gaming)	na	na	Enhancement of student learning and experiences	na	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	na
921315 9506 46	26/05/2025 10:12:44 PM	Completed	School leader	na	na	na	na	Awards	Infrastructure projects	Technology/other resources	na	na	No	na	Gambling	Local clubs	Religion	Fast food	Pharmaceuticals (drugs)	na	na	na	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	na	Poor conduct of the organisation (e.g., as an employer or unsafe products)	na	na
921374 9021 68	27/05/2025 12:23:25 PM	Completed	Classroom teacher	na	Curriculum	Events	Sports teams	Awards	na	Technology/other resources	na	na	No	Fossil fuels	Gambling	Local clubs	Religion	Fast food	na	na	na	na	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	na
921374 9021 72	27/05/2025 4:29:03 PM	Started	Education Support Office staff	na	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np
921374 9021 74	27/05/2025 5:01:21 PM	Completed	Education Support Office staff	na	na	Events	na	na	na	na	na	na	Unsure	Fossil fuels	Gambling	Local clubs	Religion	Fast food	Pharmaceuticals (drugs)	Anything that promotes violence (e.g. gaming)	na	na	Enhancement of student learning and experiences	Value provided to school and local community	na	na	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	Other
921739 9021 76	28/05/2025 10:48:18 AM	Started	Education Support Office staff	na	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np
921739 9021 78	28/05/2025 11:35:41 AM	Completed	Classroom teacher	na	na	Events	na	Awards	Infrastructure projects	Technology/other resources	na	na	Unsure	Fossil fuels	Gambling	na	Religion	Fast food	Pharmaceuticals (drugs)	Anything that promotes violence (e.g. gaming)	Other	There is no evidence that video/online gaming in general promotes violence in the real world. There also needs to be measures which limit	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	Other
921739 9021 79	28/05/2025 2:15:17 PM	Completed	School leader	na	Curriculum	Events	Sports teams	Awards	Infrastructure projects	Technology/other resources	na	na	No	na	Gambling	na	na	na	na	na	na	na	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	na	na	Impact the organisation's products and processing have on the environment	na
921739 9021 83	3/06/2025 3:56:14 PM	Completed	Education Support Office staff	na	Curriculum	Events	Sports teams	Awards	Infrastructure projects	Technology/other resources	na	na	Yes	Fossil fuels	Gambling	na	Religion	na	Pharmaceuticals (drugs)	Anything that promotes violence (e.g. gaming)	na	na	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	na
921739 9021 51	10/06/2025 3:33:39 PM	Completed	Education Support Office staff	na	na	na	na	na	na	na	na	na	No	Fossil fuels	Gambling	Local clubs	Religion	Fast food	Pharmaceuticals (drugs)	Anything that promotes violence (e.g. gaming)	na	na	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	na
936379 9063 77	17/06/2025 3:19:10 PM	Started	Education Support Office staff	na	na	Events	Sports teams	na	Infrastructure projects	Technology/other resources	na	na	No	na	Gambling	na	na	na	na	Anything that promotes violence (e.g. gaming)	na	na	np	Value provided to school and local community	np	np	np	np	np
936379 9063 78	17/06/2025 3:56:51 PM	Completed	Classroom teacher	na	na	Events	Sports teams	Awards	na	Technology/other resources	Other	Activities that could be assisted by community service organisations such	Yes	Fossil fuels	Gambling	na	na	Fast food	na	Anything that promotes violence (e.g. gaming)	Other	weapons companies, and anything that promotoes war	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	Other
936831	18/06/2025 12:14:40 PM	Completed	Education Support Office staff	na	na	Events	Sports teams	Awards	Infrastructure projects	Technology/other resources	na	na	Unsure	Fossil fuels	Gambling	na	Religion	Fast food	Pharmaceuticals (drugs)	Anything that promotes violence (e.g. gaming)	na	na	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	Other
936832	18/06/2025 3:03:20 PM	Completed	School leader	na	na	Events	Sports teams	Awards	na	na	Other	Specialty camps e.g. music camp	Yes	Fossil fuels	Gambling	na	Religion	na	na	na	Other	Military	na	Value provided to school and local community	Type of products or services marketed by the organisation	na	Poor conduct of the organisation (e.g., as an employer or unsafe products)	na	na
936964 9063 88	19/06/2025 4:14:08 PM	Started	Education Support Office staff	na	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np
936964 9063 00	19/06/2025 4:44:07 PM	Completed	Education Support Office staff	na	Curriculum	Events	Sports teams	Awards	Infrastructure projects	Technology/other resources	na	na	Unsure	Fossil fuels	Gambling	Local clubs	Religion	Fast food	na	Anything that promotes violence (e.g. gaming)	na	na	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	na
936964 9063 04	20/06/2025 11:35:54 AM	Completed	Education Support Office staff	na	na	Events	Sports teams	Awards	na	na	na	na	na	Fossil fuels	Gambling	na	Religion	na	na	Anything that promotes violence (e.g. gaming)	na	na	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	na
936411 9063 11	21/06/2025 10:42:09 AM	Completed	School leader	na	na	na	na	Awards	Infrastructure projects	na	na	na	No	Fossil fuels	Gambling	Local clubs	Religion	Fast food	Pharmaceuticals (drugs)	Anything that promotes violence (e.g. gaming)	Other	political association	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	na
936964 9064 14	23/06/2025 10:41:09 AM	Started	Classroom teacher	na	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np
936964 9064 28	23/06/2025 1:52:15 PM	Started	Education Support Office staff	na	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np	np
936468 9077 42	24/06/2025 9:12:44 AM	Completed	School leader	na	na	Events	Sports teams	Awards	Infrastructure projects	Technology/other resources	na	na	No	na	Gambling	na	Religion	na	na	na	na	na	Enhancement of student learning and experiences	na	Type of products or services marketed by the organisation	na	Poor conduct of the organisation (e.g., as an employer or unsafe products)	na	na
937315 9078 22	24/06/2025 2:30:40 PM	Completed	Classroom teacher	na	na	Events	Sports teams	Awards	na	na	na	na	No	Fossil fuels	Gambling	na	Religion	Fast food	Pharmaceuticals (drugs)	na	na	na	Enhancement of student learning and experiences	na	na	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	na	na
937315 9078 27	25/06/2025 8:46:55 AM	Completed	Education Support Office staff	na	Curriculum	Events	Sports teams	na	Infrastructure projects	Technology/other resources	na	na	Yes	na	Gambling	na	na	na	Pharmaceuticals (drugs)	Anything that promotes violence (e.g. gaming)	na	na	Enhancement of student learning and experiences	Value provided to school and local community	na	na	na	na	na
937315 9078 31	26/06/2025 8:04:53 AM	Completed	School leader	na	na	Events	na	Awards	Infrastructure projects	Technology/other resources	na	na	No	Fossil fuels	Gambling	na	Religion	na	na	Anything that promotes violence (e.g. gaming)	na	na	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	na	Poor conduct of the organisation (e.g., as an employer or unsafe products)	na	na
940072 9064 72	30/06/2025 2:26:02 PM	Completed	Classroom teacher	na	na	Events	Sports teams	Awards	Infrastructure projects	Technology/other resources	na	na	Unsure	Fossil fuels	Gambling	na	Religion	na	Pharmaceuticals (drugs)	Anything that promotes violence (e.g. gaming)	na	na	Enhancement of student learning and experiences	Value provided to school and local community	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	Impact the organisation's products and processing have on the environment	na
948232	3/07/2025 10:23:21 AM	Completed	Education Support Office staff	na	Curriculum	Events	Sports teams	Awards	Infrastructure projects	Technology/other resources	na	na	Yes	Fossil fuels	Gambling	na	na	na	na	na	na	na	Enhancement of student learning and experiences	na	Type of products or services marketed by the organisation	Marketing methods used by the organisation	Poor conduct of the organisation (e.g., as an employer or unsafe products)	na	na

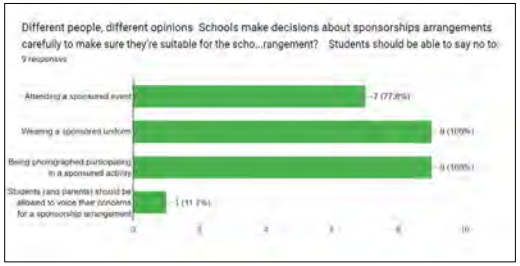
Should decision-making occur locally or centrally for sponsorship requests?: R6	The ACT Government Brand Guardian sets out how school logos are used and the extent to which sponsors can be recognised in branding. What kind of acknowledgement or recognition is appropriate to provide for sponsors?Select all that apply: R7 1	The ACT Government Brand Guardian sets out how school logos are used and the extent to which sponsors can be recognised in branding. What kind of acknowledgement or recognition is appropriate to provide for sponsors?Select all that apply: R7 2	The ACT Government Brand Guardian sets out how school logos are used and the extent to which sponsors can be recognised in branding. What kind of acknowledgement or recognition is appropriate to provide for sponsors?Select all that apply: R7 3	The ACT Government Brand Guardian sets out how school logos are used and the extent to which sponsors can be recognised in branding. What kind of acknowledgement or recognition is appropriate to provide for sponsors?Select all that apply: R7 4	The ACT Government Brand Guardian sets out how school logos are used and the extent to which sponsors can be recognised in branding. What kind of acknowledgement or recognition is appropriate to provide for sponsors?Select all that apply: R7 5	The ACT Government Brand Guardian sets out how school logos are used and the extent to which sponsors can be recognised in branding. What kind of acknowledgement or recognition is appropriate to provide for sponsors?Select all that apply: R7 6	The ACT Government Brand Guardian sets out how school logos are used and the extent to which sponsors can be recognised in branding. What kind of acknowledgement or recognition is appropriate to provide for sponsors?Select all that apply: R7 & 1	It is recognised that the community has diverse views and values. Although a sponsorship agreement may be decided to be appropriate for a school, individual students and parents may disagree with a sponsorship decision. What options should parents or stud	It is recognised that the community has diverse views and values. Although a sponsorship agreement may be decided to be appropriate for a school, individual students and parents may disagree with a sponsorship decision. What options should parents	It is recognised that the community has diverse views and values. Although a sponsorship agreement may be decided to be appropriate for a school, individual students and parents may disagree with a sponsorship decision. What options should parents or s11	It is recognised that the community has diverse views and values. Although a sponsorship agreement may be decided to be appropriate for a school, individual students and parents may disagree with a sponsorship decision. What options should parents or s12	It is recognised that the community has diverse views and values. Although a sponsorship agreement may be decided to be appropriate for a school, individual students and parents may disagree with a sponsorship decision. What options should parents or s13	Are there any other improvements you would like to see made to the policy?: R9 1 M
Made by the Education Support Office centrally	Logos included on signage	Logos included on sporting uniforms	na	na	Recognition in communications (e.g. websites, media and social media)	na	na	wearing a sponsored uniform	attending a sponsored event	being photographed participating in a sponsored activity	na	na	np
Made by the Education Support Office centrally	Logos included on signage	na	Advertisements in school newsletters	na	Recognition in communications (e.g. websites, media and social media)	na	na	na	attending a sponsored event	being photographed participating in a sponsored activity	Other	sports uniform opt out should only apply if students are buying the uniform. If it's supplied there is no opt out. The decision to allow the sponsorship shouldn't be offensive in the first place.	There's too much grey in sponsorship in public schools. If they're funded appropriately then it's not needed. Sponsorship will increase the gap between those that have get more with their connections, those that doesn't have connections do without, again.
Locally by individual schools or business areas with a central register	Logos included on signage	na	na	na	Recognition in communications (e.g. websites, media and social media)	na	na	wearing a sponsored uniform	attending a sponsored event	being photographed participating in a sponsored activity	na	na	na
np	np	np	np	np	np	np	np	np	np	np	np	np	np
Made by the Education Support Office centrally	na	na	na	Advertisements at events	na	Other	Recognition at relevant events	wearing a sponsored uniform	attending a sponsored event	being photographed participating in a sponsored activity	na	na	Significant effort made to communicate why corporate sponsorship is necessary in 2025 in terms of school resourcing - if its not funded, why is it happening?
np	np	np	np	np	np	np	np	np	np	np	np	np	np
Locally by individual schools or business areas with a central register	na	na	Advertisements in school newsletters	Advertisements at events	Recognition in communications (e.g. websites, media and social media)	na	na	na	na	being photographed participating in a sponsored activity	na	na	na
Unsure	na	na	Advertisements in school newsletters	Advertisements at events	Recognition in communications (e.g. websites, media and social media)	na	na	na	na	being photographed participating in a sponsored activity	na	na	na
Made by the Education Support Office centrally	Logos included on signage	Logos included on sporting uniforms	Advertisements in school newsletters	na	Recognition in communications (e.g. websites, media and social media)	na	na	na	attending a sponsored event	being photographed participating in a sponsored activity	na	na	na
Made by the Education Support Office centrally	na	na	na	na	na	na	na	wearing a sponsored uniform	attending a sponsored event	being photographed participating in a sponsored activity	na	na	na
np	np	np	np	np	np	np	np	np	np	np	np	np	np
Made by the Education Support Office centrally	na	na	Advertisements in school newsletters	Advertisements at events	Recognition in communications (e.g. websites, media and social media)	Other	Acknowledgement verbally at assemblies when a representative is present; on social media linking and logo	wearing a sponsored uniform	na	being photographed participating in a sponsored activity	na	na	If looking at sponsorship look for a local organisation over a national one, do not accept international organisations, unless they are a community service organisation.
Locally by individual schools or business areas with a central register	na	na	na	na	Recognition in communications (e.g. websites, media and social media)	na	na	wearing a sponsored uniform	attending a sponsored event	being photographed participating in a sponsored activity	na	na	Any ESO or school-based staff member involved in any aspect of an event seeking or receiving sponsorship or any aspect of any program in schools that could be seen to benefit the image of any industry or corporation should be obliged to declare a conflict of interest should one exist.
Locally by individual schools or business areas with a central register	Logos included on signage	Logos included on sporting uniforms	Advertisements in school newsletters	na	Recognition in communications (e.g. websites, media and social media)	na	na	na	na	na	na	na	I think advertising is fine as long as it's ephemeral, newsletters, programmes, temporary signage. I would not want to see buildings named the Suncorp dance studio for example.
np	np	np	np	np	np	np	np	np	np	np	np	np	np
Locally by individual schools or business areas with a central register	na	Logos included on sporting uniforms	Advertisements in school newsletters	Advertisements at events	Recognition in communications (e.g. websites, media and social media)	na	na	wearing a sponsored uniform	attending a sponsored event	being photographed participating in a sponsored activity	na	na	na
Unsure	na	na	Advertisements in school newsletters	Advertisements at events	Recognition in communications (e.g. websites, media and social media)	na	na	wearing a sponsored uniform	na	being photographed participating in a sponsored activity	na	na	na
Made by the Education Support Office centrally	Logos included on signage	na	Advertisements in school newsletters	Advertisements at events	na	na	na	wearing a sponsored uniform	attending a sponsored event	being photographed participating in a sponsored activity	Other	participation	It worries me that financial corporations such as the [redacted] are having political sway in the education system. These companies who make large profits do not have a place in ACT Public Schools curriculum. They aren't educators. Curriculum is very political; it absolutely should not be funded outside what the government can provide. If corporations such as the [redacted] want to support public schools, then targeting student wellbeing and health (reach out programs) are the only ethical way for this to happen. Curriculum is not to be sponsored in any shape or form.
np	np	np	np	np	np	np	np	np	np	np	np	np	np
np	np	np	np	np	np	np	np	np	np	np	np	np	np
Locally by individual schools or business areas with a central register	Logos included on signage	Logos included on sporting uniforms	Advertisements in school newsletters	Advertisements at events	Recognition in communications (e.g. websites, media and social media)	na	na	wearing a sponsored uniform	attending a sponsored event	being photographed participating in a sponsored activity	na	na	I am wondering about the concept of 'crowd sourced' sponsorship such a 'go fund me' type sponsorship. I think this would be an excellent way to manage community fund raising for specific events or facilities.
Locally by individual schools or business areas with a central register	na	Logos included on sporting uniforms	Advertisements in school newsletters	Advertisements at events	Recognition in communications (e.g. websites, media and social media)	na	na	na	attending a sponsored event	being photographed participating in a sponsored activity	na	na	na
Locally by individual schools or business areas with a central register	na	na	Advertisements in school newsletters	Advertisements at events	na	na	na	na	na	being photographed participating in a sponsored activity	na	na	na
Locally by individual schools or business areas with a central register	Logos included on signage	na	Advertisements in school newsletters	Advertisements at events	Recognition in communications (e.g. websites, media and social media)	na	na	na	na	na	na	na	The policy is one thing but what would be really beneficial is more support in the management of the process, templates for sponsorship prospectus documents, MOU agreements that can be used as approved. Also support in developing a register of potential list of sponsors for particular events and help in seeking out opportunities.
Unsure	Logos included on signage	Logos included on sporting uniforms	na	na	Recognition in communications (e.g. websites, media and social media)	na	na	wearing a sponsored uniform	attending a sponsored event	being photographed participating in a sponsored activity	na	na	na
Locally by individual schools or business areas with a central register	Logos included on signage	Logos included on sporting uniforms	na	na	Recognition in communications (e.g. websites, media and social media)	na	na	na	attending a sponsored event	being photographed participating in a sponsored activity	na	na	na

Timestamp	Activities ACT public schools get all the money they need to run properly and to support your learning. However, sometimes schools work with local businesses or organisations to provide opportunities for students. These partnerships can help build a stronger school community and create good relationships with people and groups nearby. 1. What type of school activities/expenses do you think are appropriate for sponsorship? (Select all that apply)	Sponsors Some businesses are not allowed to sponsor schools. This means they can't give money or support in exchange for things like advertising. For example, schools can't be sponsored by companies that make or sell things like alcohol, cigarettes or vapes, weapons, or anything illegal. However, a business that is linked to one of these things might still be allowed to help. For example, a brewery (which makes alcohol) can't be a sponsor but a sports club that sells alcohol at its venue can still be a sponsor, because selling alcohol isn't their main job. 2. What types of businesses/organisations do you think should not be allowed to be sponsors for school events and activities? (Select all that apply)	Acknowledgement and recognition Think about what advertising would be okay in your school or how schools could acknowledge sponsors in return for their support. 3. What kind of acknowledgement or recognition is appropriate to provide for sponsors?	Different people, different opinions Schools make decisions about sponsorships arrangements carefully to make sure they're suitable for the school. However, people in our communities have many different views and values. That means some students or parents might not agree with a sponsorship, even if the school thinks it's okay. 4. What options should students/parents have if they disagree with a sponsorship arrangement? Students should be able to say no to:
7/2/2025 16:08:09	Awards, Technology (like devices, tools or programs), Events, Sporting Teams, Learning plans, Educational organisations such as Duolingo or Khan Academy	Religion (churches), Anything that promotes violence (like gaming), Fossil fuels (gas), Gambling (pokies)	Advertisements at school events, Advertisements in school newsletters, Sponsor logos on signs at the school, Sponsor logos on school sporting uniforms, recognition in communications (like on our websites, in the media or on social media)	Attending a sponsored event, Wearing a sponsored uniform, Being photographed participating in a sponsored activity
7/2/2025 16:08:22	Awards, Construction Projects, Technology (like devices, tools or programs), Events, Sporting Teams	Fossil fuels (gas), Gambling (pokies), Depends on the intensity of the club. I also don't think that religious organisations should be allowed to spoonsor schools unless they are sponsoring a school that specialises in that religion (e.g. Canberra Christian School)	Advertisements at school events, Advertisements in school newsletters, Sponsor logos on signs at the school, recognition in communications (like on our websites, in the media or on social media), School events could be directly to advertise something*	Attending a sponsored event, Wearing a sponsored uniform, Being photographed participating in a sponsored activity, Students (and parents) should be allowed to voice their concerns for a sponsorship arrangement
7/2/2025 16:09:15	Awards, Construction Projects, Technology (like devices, tools or programs), Events, Sporting Teams, Learning plans	Anything that promotes violence (like gaming), Fossil fuels (gas), Gambling (pokies)	Advertisements in school newsletters, Sponsor logos on school sporting uniforms, recognition in communications (like on our websites, in the media or on social media)	Attending a sponsored event, Wearing a sponsored uniform, Being photographed participating in a sponsored activity
7/2/2025 16:10:38	Construction Projects, Technology (like devices, tools or programs), Events	Fossil fuels (gas), Gambling (pokies)	Advertisements in school newsletters, recognition in communications (like on our websites, in the media or on social media)	Attending a sponsored event, Wearing a sponsored uniform, Being photographed participating in a sponsored activity
7/2/2025 16:33:55	Awards, Construction Projects, Technology (like devices, tools or programs), Events, Sporting Teams	Religion (churches), Anything that promotes violence (like gaming), Fossil fuels (gas), Gambling (pokies)	Advertisements in school newsletters, recognition in communications (like on our websites, in the media or on social media)	Attending a sponsored event, Wearing a sponsored uniform, Being photographed participating in a sponsored activity
7/3/2025 17:42:27	Awards, Construction Projects, Technology (like devices, tools or programs), Events	Medicine (drugs), Anything that promotes violence (like gaming), Fossil fuels (gas), Gambling (pokies)	Advertisements in school newsletters, Sponsor logos on signs at the school, Sponsor logos on school sporting uniforms, recognition in communications (like on our websites, in the media or on social media)	Wearing a sponsored uniform, Being photographed participating in a sponsored activity
7/3/2025 20:38:50	Construction Projects, Technology (like devices, tools or programs), Events	Medicine (drugs), Anything that promotes violence (like gaming), Fossil fuels (gas), Gambling (pokies)	Advertisements in school newsletters, Sponsor logos on signs at the school, Sponsor logos on school sporting uniforms	Attending a sponsored event, Wearing a sponsored uniform, Being photographed participating in a sponsored activity
7/4/2025 16:50:19	Awards, Technology (like devices, tools or programs), Events, Sporting Teams	Religion (churches), Gambling (pokies)	Advertisements at school events, Sponsor logos on school sporting uniforms, recognition in communications (like on our websites, in the media or on social media)	Wearing a sponsored uniform, Being photographed participating in a sponsored activity
7/7/2025 20:28:54	Awards, Events, Sporting Teams	Religion (churches), Gambling (pokies)	Advertisements in school newsletters, Sponsor logos on school sporting uniforms, recognition in communications (like on our websites, in the media or on social media)	Attending a sponsored event, Wearing a sponsored uniform, Being photographed participating in a sponsored activity









Contribution ID	Date Submitted	Response	Up Votes
112386	May 27, 2025, 12:17 PM	I would like to see consideration around prohibiting both gambling and entities that promote gambling.	2
112403	May 27, 2025, 09:02 PM	If the product does harm to children. On these grounds no fossil fuel, gambling, cigarette or alcohol sponsorship in schools.	1
112431	May 28, 2025, 09:38 PM	Education should not attract sponsorship, it should be a fundamental right. Ban private schools and fund education properly.	3
112432	May 28, 2025, 10:22 PM	Fundamentally wrong approach, if our civilisation is to continue then education should not need sponsorship.	3
112687	Jun 13, 2025, 11:55 AM	Schools should not be a venue in which children can be advertised at. We have a serious shortage of ad-free spaces. Sponsorship=advertising.	1
112731	Jun 18, 2025, 01:25 AM	School is for education, not exploitation - keep advertising and marketing out of our classrooms.	0
112769	Jun 20, 2025, 05:56 PM	Fast food, junk food and soft drinks sponsorship needs to be kept out of schools. It is completely inappropriate with increased obesity.	0
112882	Jul 04, 2025, 01:33 PM	Fossil fuel companies have no place in schools. We need to protect our kids from companies who don't have their best interests at heart.	0
113092	Jul 06, 2025, 10:10 PM	Fossil fuel companies should not exploit our schools, they should not use our children as billboards, nor green wash the curriculum	0

From:	Matthews, David
To:	EDU, EGMPGC
Subject:	FW: FOR INFO: Corporate Sponsorship Policy Update
Date:	Thursday, 4 December 2025 5:38:00 AM
Attachments:	20251120 - Approved Corporate Sponsorship Policy (002).DOCX DRAFT Updated Corporate Sponsorship Policy - Communication materials (007).docx

Great – thank you!

Regards
David Matthews

From: Gutteridge, James <James.Gutteridge@act.gov.au> **On Behalf Of** EDU, EGMPGC
Sent: Wednesday, 3 December 2025 1:29 PM
To: Matthews, David <David.Matthews@act.gov.au>
Cc: EDU, EGMPGC <EGMPGC@act.gov.au>
Subject: FOR INFO: Corporate Sponsorship Policy Update

OFFICIAL: Sensitive - Legal Privilege

Hi David,

FYI, updated text in the Corporate Sponsorship Policy below and attached, and the draft updated comms attached, which Paul doesn't need you to re-clear.

2.16: Sponsorships that are offered as part of a procurement process and in-kind sponsorships assessed to meet the definition of a procurement need to be considered in line with the requirements of the Government Procurement Act 2001 (ACT).

James Gutteridge | A/g Executive Officer to Executive Group Manager, People, Governance and Communications
Phone: 02 6207 4537 | Email: james.gutteridge@act.gov.au
Governance | Education Directorate | ACT Government
220 London Circuit, ACT 2601 | GPO Box 158 Canberra ACT 2601 | act.gov.au

I acknowledge the Ngunnawal people as traditional custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region. I acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

From: Donne, Genevra <Genevra.Donne@act.gov.au>
Sent: Tuesday, 2 December 2025 5:08 PM
To: EDU, EGMPGC <EGMPGC@act.gov.au>
Cc: Callaghan, Lauren <Lauren.Callaghan@act.gov.au>; Laurent, Kristen <Kristen.Laurent@act.gov.au>; CFO EDU Office <CFOEDUOffice@act.gov.au>; EDU Governance <EDUGovernance@act.gov.au>

Subject: RE: FOR INFORMATION: Corporate Sponsorship Policy Update

OFFICIAL: Sensitive - Legal Privilege

Thanks James. Please see the proposed update to the attached policy to address the request.

2.16 Sponsorships that are offered as part of a procurement process and in-kind sponsorships assessed to meet the definition of a procurement need to be considered in line with the requirements of the *Government Procurement Act 2001* (ACT).

Kind regards

Genevra Donne | Senior Director, Governance Policy and Procedure
Pronouns: She/her
You can call me directly on MS Teams
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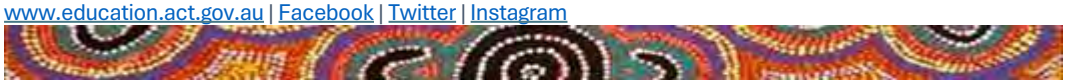
GPO Box 158 Canberra ACT 2601
www.education.act.gov.au | Facebook | Twitter | Instagram



We acknowledge the Traditional Custodians of the ACT, the Ngunnawal people. We acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

My employer supports me working flexibly, so I may email you outside of normal office hours. I don't expect you to read or respond outside of your normal work hours.

From: Gutteridge, James <James.Gutteridge@act.gov.au> **On Behalf Of** EDU, EGMPGC
Sent: Tuesday, 2 December 2025 1:19 PM
To: Donne, Genevra <Genevra.Donne@act.gov.au>; EDU, EGMPGC <EGMPGC@act.gov.au>
Cc: Callaghan, Lauren <Lauren.Callaghan@act.gov.au>; Laurent, Kristen <Kristen.Laurent@act.gov.au>; CFO EDU Office <CFOEDUOffice@act.gov.au>; EDU Governance <EDUGovernance@act.gov.au>
Subject: RE: FOR INFORMATION: Corporate Sponsorship Policy Update

OFFICIAL: Sensitive - Legal Privilege

Hi Gen,

Thank you for this advice.

One last one, and then David is happy to discuss if he has questions following your response:

To help with specificity, could wording in the policy possibly look like: *If during the course of a*

procurement in-kind sponsorship or donations are offered, these need to be considered in line with the requirements of the Procurement Act

Thanks very much,
James

James Gutteridge | A/g Executive Officer to Executive Group Manager, People, Governance and Communications
Phone: 02 6207 4537 | Email: james.gutteridge@act.gov.au
Governance | Education Directorate | ACT Government
220 London Circuit, ACT 2601 | GPO Box 158 Canberra ACT 2601 | act.gov.au

I acknowledge the Ngunnawal people as traditional custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region. I acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

From: Donne, Genevra <Genevra.Donne@act.gov.au>
Sent: Monday, 1 December 2025 6:16 PM
To: EDU, EGMPGC <EGMPGC@act.gov.au>
Cc: Callaghan, Lauren <Lauren.Callaghan@act.gov.au>; Laurent, Kristen <Kristen.Laurent@act.gov.au>; CFO EDU Office <CFOEDUOffice@act.gov.au>; EDU Governance <EDUGovernance@act.gov.au>
Subject: RE: FOR INFORMATION: Corporate Sponsorship Policy Update

OFFICIAL: Sensitive - Legal Privilege

Thanks James.

Great question. Yes. It's something we considered carefully during policy development – especially as there had been an instance where a school was going through a procurement process with the intention of going through a separate sponsorship process with the business the following year to keep the processes separate. There is opportunity to streamline the processes, provided fairness and transparency is demonstrated. This is why we have encouraged expressions of interests to be called in response to unsolicited sponsorship proposals. (In the course of any procurement, the procurement guidelines need to be followed.)

Legal advice, received today, touches on the second question:
"The appropriate characterisation of a process is a matter of judgement after careful consideration of the circumstances of each case. In particularly complex matters views may vary as to whether or not a proposed process is a procurement process."

ACTGS has provided a new standard template for low value and low risk arrangements where sponsorship of money is provided by a third-party. This approach triggers the need

for advice and greater consideration of more complex arrangements; this is aligned with the sponsorship arrangements across the Territory. Whether a sponsorship is a procurement will be determined by the facts and circumstances of each arrangement and advice can be sought from Procurement ACT for views on the application of the Government Procurement Act to any proposed arrangement.

Happy to discuss if that would be helpful.

Kind regards

Genevra Donne | Senior Director, Governance Policy and Procedure
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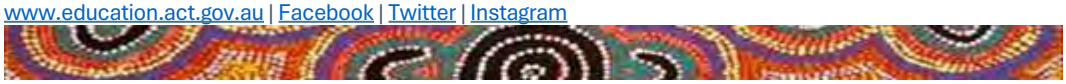
www.education.act.gov.au | Facebook | Twitter | Instagram



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From: Gutteridge, James <James.Gutteridge@act.gov.au> **On Behalf Of** EDU, EGMPGC
Sent: Monday, 1 December 2025 4:40 PM
To: Donne, Genevra <Genevra.Donne@act.gov.au>
Cc: Callaghan, Lauren <Lauren.Callaghan@act.gov.au>; Laurent, Kristen <Kristen.Laurent@act.gov.au>; CFO EDU Office <CFOEDUOffice@act.gov.au>; EDU Governance <EDUGovernance@act.gov.au>; EDU, EGMPGC <EGMPGC@act.gov.au>
Subject: RE: FOR INFORMATION: Corporate Sponsorship Policy Update

OFFICIAL

Hi Gen,

Thanks again for this advice.

Can we just test that if, in the course of a procurement, a proponent offers sponsorship, donations, or other in-kind services, then this offer would need to comply with the relevant procurement guidelines?

And in contrast, if we receive a sponsorship offer, then, unless we've started a procurement on this, this wouldn't be considered a procurement?

Hope this is clear, and please let me know if we need to set up a quick discussion with David on this.

Thanks,
James

James Gutteridge | A/g Executive Officer to Executive Group Manager, People, Governance and Communications
Phone: 02 6207 4537 | Email: james.gutteridge@act.gov.au
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From: Donne, Genevra <Genevra.Donne@act.gov.au>
Sent: Monday, 1 December 2025 1:37 PM
To: EDU, EGMPGC <EGMPGC@act.gov.au>; Laurent, Kristen <Kristen.Laurent@act.gov.au>
Cc: Callaghan, Lauren <Lauren.Callaghan@act.gov.au>; CFO EDU Office <CFOEDUOffice@act.gov.au>; EDU Governance <EDUGovernance@act.gov.au>
Subject: RE: FOR INFORMATION: Corporate Sponsorship Policy Update

OFFICIAL

Thanks James. As part of the policy development process, we had asked the ACTGS to review the outdated contract template and provide advice. There were a number of issues raised about the 2016 template and ACTGS is working to develop a new standard contract template to be used for straightforward/cash sponsorships.

Recently, when discussing the template, they raised the need to manage contractual arrangements for sponsorships that are procurements differently to those that are not and they are addressing this in their approach to the template and instruction. The policy and procedure already acknowledge *in kind sponsorships* however the addition of a line that specifies that in kind sponsorships may also be procurements is intended to draw the link back to the procurement framework under which the sponsorship must be managed.

An in kind sponsorship (goods/services) may be a procurement (as defined by the Government Procurement Act, in summary: goods or services acquired or disposed of by any contractual means).

I hope that provides clarity on the intent and context but please get in touch if any of that is unclear or David requires further information.

Thank you

Genevra Donne | Senior Director, Governance Policy and Procedure
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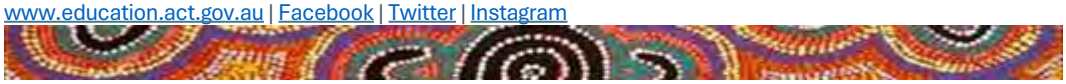

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From: Gutteridge, James <James.Gutteridge@act.gov.au> **On Behalf Of** EDU, EGMPGC
Sent: Monday, 1 December 2025 12:40 PM
To: Donne, Genevra <Genevra.Donne@act.gov.au>; Laurent, Kristen <Kristen.Laurent@act.gov.au>
Cc: Callaghan, Lauren <Lauren.Callaghan@act.gov.au>; CFO EDU Office <CFOEDUOffice@act.gov.au>; EDU, EGMPGC <EGMPGC@act.gov.au>; EDU Governance <EDUGovernance@act.gov.au>
Subject: RE: FOR INFORMATION: Corporate Sponsorship Policy Update

OFFICIAL

Hi Gen and Kristen,

David has indicated below that this wording requires further clarification, including details on its intent.

Thanks,
James

James Gutteridge | A/g Executive Officer to Executive Group Manager, People, Governance and Communications
Phone: 02 6207 4537 | Email: james.gutteridge@act.gov.au
Governance | Education Directorate | ACT Government
220 London Circuit, ACT 2601 | GPO Box 158 Canberra ACT 2601 | act.gov.au

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their continuing culture and the contribution they make to the life of this city and this region.

From: Matthews, David <David.Matthews@act.gov.au>
Sent: Monday, 1 December 2025 12:09 PM
To: EDU, EGMPGC <EGMPGC@act.gov.au>
Subject: FW: FOR INFORMATION: Corporate Sponsorship Policy Update

OFFICIAL

I don't understand the proposed wording and its intent.

DM

From: Gutteridge, James <James.Gutteridge@act.gov.au> **On Behalf Of** EDU, EGMPGC
Sent: Monday, 1 December 2025 8:52 AM
To: Matthews, David <David.Matthews@act.gov.au>
Cc: EDU, EGMPGC <EGMPGC@act.gov.au>
Subject: FOR INFORMATION: Corporate Sponsorship Policy Update

OFFICIAL

FYI.

James Gutteridge | A/g Executive Officer to Executive Group Manager, People, Governance and Communications
Phone: 02 6207 4537 | Email: james.gutteridge@act.gov.au
Governance | Education Directorate | ACT Government
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From: Donne, Genevra <Genevra.Donne@act.gov.au>
Sent: Monday, 1 December 2025 8:35 AM
To: CFO EDU Office <CFOEDUOffice@act.gov.au>; Callaghan, Lauren <Lauren.Callaghan@act.gov.au>
Cc: EDU, EGMPGC <EGMPGC@act.gov.au>; Laurent, Kristen <Kristen.Laurent@act.gov.au>; EDU Governance <EDUGovernance@act.gov.au>
Subject: Corporate Sponsorship Policy Update

OFFICIAL

Good morning Lauren

A minor addition has been made to the Corporate Sponsorship Policy definition of *in kind sponsorship* following advice from the ACTGS. The following line has been added to definition in the final policy and procedure at REC25/496537 and REC25/496535:

- In-kind sponsorship may be a procurement and require management in accordance with the ACT procurement framework.

Please advise if you have any concerns with the revision or would like any modifications made.

The policy will be published shortly and we will be arranging information sessions with Strategic Finance and Procurement next week to support the transition.

Kind regards

Genevra Donne | Senior Director, Governance Policy and Procedure
Pronouns: She/her
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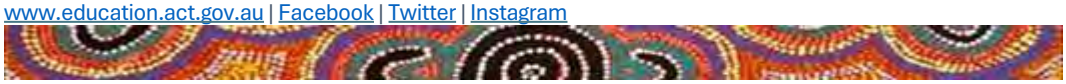

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ACT Government
Education

Corporate Sponsorship Policy

ACT public schools and education system

ACT Education Directorate

Document Information

Policy Identifier: 00069

Date endorsed: 2 October 2025

Endorsed by: Executive Group Manager, People, Governance and Communications

Review date: August 2030

It is the responsibility of the user to verify that this is the current and complete version of the document, available on the Directorate's website at http://www.education.act.gov.au/publications_and_policies/policy_a-z.

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1. Purpose

1.1. This policy outlines the requirements and expectations of ACT Public Schools and Education Support Office (ESO) business areas when engaging in sponsorship arrangements. It aims to strengthen community connections and enrich academic outcomes through sponsorship and protect against harm to students and their educational experience.

2. Policy Statement

2.1. Education Directorate staff may seek sponsorship arrangements to provide enrichment opportunities for students or enhancements to the ACT public education system.

2.2. The Directorate is committed to building positive relationships with the community. Staff are encouraged to consider ways of collaborating with community organisations to provide improved outcomes for schools and their community.

Sponsors

2.3. Potential sponsors are invited to contact ACT public schools or the Directorate to discuss sponsorship opportunities.

2.4. The Directorate may only sponsor or receive sponsorships from organisations that are ethical and do not fall under the prohibited sponsors categories.

2.5. Prohibited Sponsors under this policy are organisations that conduct their primary business in the following categories:

- Adult industry/pornography
- Alcohol products
- Anything illegal
- Armaments/weapons manufacturing or sale
- Fossil fuels (gas, oil and coal)
- Gambling
- Tobacco products (including vapes)

2.6. Religious groups are also considered a Prohibited Sponsor. The *Education Act 2004* requires that education in ACT government schools is non-sectarian, secular education. The Directorate must not promote or be seen to promote a particular religion over others.

2.7. Organisations that conduct business under a prohibited sponsor category but not as their primary business, will be considered on a case-by-case basis. For example, local community clubs may provide age-appropriate functions and activities as well as

prohibited activities and will be considered according to the benefits and risks to students.

2.8. The Directorate recognises that some legitimate businesses with ethical conduct may be prohibited from education sponsorships, however, the best interests of the child or young person must remain the primary consideration in all decisions.

Sponsorship arrangements

2.9. Sponsorship arrangements must demonstrate alignment with the values, purpose and goals of schools (for sponsorship in schools) and the Directorate.

2.10. Sponsorship arrangements must not harm, discriminate against, or infringe upon the rights of students and staff.

2.11. Sponsorship agreements must not limit or direct academic debate in the classroom, prevent freedom of thought and peaceful assembly, influence the curriculum or other school programs, or compromise professional standards and ethics of staff.

2.12. Sponsorship benefits can be directed to a school, a group of schools or the Directorate. Sponsorship of an individual is not permitted.

2.13. Sponsorships are not to cover essential educational products or services, including core teaching and learning activities, as these are covered by Government funding.

2.14. Sponsorship arrangements must represent value for money, achieving the best possible outcome using the available resources.

2.15. In-kind sponsorships should be carefully managed to ensure they are fair, transparent, and in the best interests of children and young people. This means clearly recording the goods or services provided, checking for any conflicts of interest, and regularly reviewing the arrangement to avoid any unfair advantage or influence.

2.16. Sponsorships that are offered as part of a procurement process and in-kind sponsorships assessed to meet the definition of a procurement need to be considered in line with the requirements of the *Government Procurement Act 2001* (ACT).

2.17. Schools and the Directorate must undertake sponsorships in an ethical and fair manner, avoiding endorsement of a sponsor's product or services and disclosing and managing perceived, potential or actual conflicts of interest.

2.18. Sponsorship agreements must have end dates.

2.19. Acceptance of a sponsor's product or service must not be a requirement for students or staff to participate in the sponsored activity or program. Recognition of sponsorship

must be appropriate and limited, for example, no permanent acknowledgments such as naming buildings, and no essential items like general school uniforms should carry sponsor branding.

2.20. Schools must not insist on students wearing clothing carrying the sponsor's name or symbol or constrain those students from participating in the sponsored activity where students or their parents conscientiously object.

2.21. Where there is doubt as to the suitability of a proposed sponsor or agreement, sponsorship negotiations should not proceed until advice has been sought from the Executive Group Manager, School Improvement (for schools) or the relevant Executive Group Manager or Deputy Director-General (for ESO).

2.22. All proposed corporate sponsorship arrangements should be assessed for value for money, sponsor suitability, and potential risks, in accordance with financial management rules and approved in line with the relevant approval thresholds.

3. Scope

3.1. This policy applies to all ACT public schools, Principals, School Board members, Directorate staff, students, parents and carers, and members of the public.

3.2. The policy does not cover:

- donations
- philanthropic efforts
- the sale of advertising space, editorial comment, or advertorials
- grants or discretionary funding provided to external individuals or organisations for a specific purpose
- bequests which impose no obligations on the recipient and offer little or no rights or benefits to the provider
- joint ventures or consultancies
- bursaries, exhibitions, prizes, awards, competitions, scholarships or other forms of assistance or rewards.

4. Context

4.1. Sponsorship can provide a mutually beneficial and purposeful relationship between organisations or businesses and ACT public schools and the Directorate, contributing to strong schools and communities that value corporate social responsibility.

4.2. Well managed sponsorship arrangements can be an effective way for the Directorate to raise awareness of key messages, policies, and initiatives, communicate organisational

goals, and strengthen relationships and communication with stakeholders and specific community audiences.

4.3. The *Public Sector Management Standards, Standard 4 Ethics,* state that staff must not take or seek to take improper advantage of their position in order to obtain benefits for themselves, their family or any other person or organisation.

5. Responsibilities

5.1. **Director-General:**

- Approve ESO initiated sponsorship agreements greater than $50,000.

5.2. **Deputy Director-General**:

- Approve school-initiated sponsorship agreements greater than $50,000.
- Provide advice on and, at times, assist with negotiation for sponsorship of system-wide activities.

5.3. **Executive Group Managers**:

- Approve ESO initiated sponsorship agreements between $25,000 to $50,000.
- Provide advice on and, at times, assist with negotiation for sponsorship of system-wide activities.

5.4. **Executive Group Manager School Improvement**:

- Approve school-initiated sponsorship agreements between $25,000 to $50,000.
- Provide advice on and, at times, assist with negotiation for sponsorship of school sponsorship activities.

5.5. **Executive Branch Managers**:

- Approve ESO initiated sponsorship agreements less than $25,000.
- Provide advice on and, at times, assist with negotiation for sponsorship of system-wide activities.
- Monitor adherence to the principles and mandatory procedures of this policy.

5.6. **Principals, managers and project leads:**

- Ensure sponsorship arrangements comply with this policy, assess risk and document and manage any perceived, potential or actual conflicts of interest.
- Follow the process set out in the Corporate Sponsorship Procedure when considering a sponsorship opportunity.
- Retain sponsorship agreements in accordance with the *Territory Records Act 2002*.
- Consult with Strategic Finance and Procurement if an external organisation is negotiating similar sponsorship arrangements with multiple schools.

5.7. **School Boards:**

- Ensure details of all sponsorship income and expenditure are included in the school's annual report, including details of how each sponsorship benefitted students.

5.8. **Policy Owner:**

- Maintain a central sponsorship register.
- Provide advice and support to schools and the ESO on the policy and procedures.

6. Monitoring and review

6.1. The Policy Owner monitors the policy. This includes an annual scan of operation and review. A full review of the policy will be conducted within a five-year period or earlier as required.

7. Contact

7.1. For support contact the Strategic Finance and Procurement Branch on **(02) 6205 5429** or email **CFOEDUOffice@act.gov.au**.

8. Feedback

8.1. Any feedback about this policy, should be raised with the policy owner. Refer to Contact information above.

9. References

9.1. **Definitions**

- **Bequests:** Transferring private property such as cash, securities and/or other assets to a school or directorate as specified in a will.
- **Donations:** A donation is a one-off, unconditional gift that has no requirement for benefits in return.
- **Consultancies:** A particular type of contract implemented primarily to perform a discrete task for an entity that facilitates decision-making through provision of expert analysis and advice, and/or development of a written report or other intellectual property.
- **Grants:** Discretionary funding provide to external individuals or organisations for a specified purpose directed at achieving goals and objectives consistent with government policy, where the grant recipient is selected on merit against a set of criteria.

- **In-kind support** (also bartering): This kind of sponsorship is where a sponsor provides services or goods instead of cash. Sometimes this is called 'value in kind' or 'contra' sponsorship. In-kind sponsorship may be a procurement and require management in accordance with the ACT procurement framework.

- **Joint ventures:** A business arrangement where two or more parties agree to pool their resources for the purposes of accomplishing a specific task.

- **Philanthropy:** Charitable giving to human causes on a large scale. Acts of philanthropy include donating money to a school, or raising money to donate to a school.

- **Prohibited Sponsors**: are religious groups or organisations with a primary business that is deemed harmful or potentially harmful to children and young people. This includes businesses that provide products or services that are harmful, illegal or are not age appropriate for students.

- **Sponsorship:** is the negotiated provision of funds or in-kind support through the provision of goods or services to ACT public schools or the Directorate in exchange for advertising, publicity or other benefits.

  - Incoming sponsorship is an arrangement in which the Education Directorate or an ACT public school seeks and receives a financial or in-kind support provided by external individuals, organisations, businesses, or government entities. This support is typically intended to enhance educational programs, facilities, student experiences, or community engagement.

  - Outgoing sponsorship is an arrangement of financial or in-kind support provided by an ACT public school or the Directorate to external individuals, community organisations, events, or initiatives.

- **Sponsorship agreement:** is a legal agreement outlining the negotiated terms for a sponsorship.

9.2. Legislation

- *Children and Young People Act 2008*
- *Crimes Act 1900 (Cth)*
- *Education Act 2004*
- *Financial Management Act 1996*
- *Government Procurement Act 2001*
- *Public Sector Management Act 1994*
- *Public Sector Management (ACT Public Sector) Code of Conduct 2022*
- *Territory Records Act 2002*

9.3. Implementation Documents

- Corporate Sponsorship Procedure
- Corporate Sponsorship Application Form
- Corporate Sponsorship Assessment Form

- Corporate Sponsorship Agreement Template

9.4. Related Policies and Information

- Charter of Procurement Values
- Conflict of Interest Policy (ACTPS)
- Community Use of School Facilities Procedures
- Design and Brand Guidelines
- Director-General Instructions.docx (Internal)
- Gifts, Benefits and Hospitality Policy (ACTPS)
- Risk Management Policy

Communication materials

ConnectED article

The Corporate Sponsorship Policy update reflecting your feedback

Following consultation earlier in the year, the Corporate Sponsorship Policy has been updated. The updates were led by Senior Director, Governance Policy and Procedure, Genevra Donne.

“The updated policy, procedure and implementation documents reflect the consultation feedback, providing clearer guidance through a logical, risk-based decision-making process aimed at improving transparency and building public trust over time,” Genevra said.

Consultation showed strong support for banning sponsorships from gambling and fossil fuel companies, with a preference for arrangements with small, local businesses. While current prohibited categories were supported, views were mixed on businesses indirectly linked to them; local clubs were generally considered acceptable, unlike online betting companies. There was also support for excluding religious groups as sponsors so as not to appear to preference any one religion over another. By law, ACT public schools must have non-sectarian, secular education. School staff emphasised the need for clear sponsorship processes and supported a risk-based approach to assessing appropriate sponsorship activities and benefits. A listening report summarising feedback is available on Your Say Conversations.

As a result of this consultation, 3 categories of prohibited sponsors have been added to the policy. These include organisations that conduct their primary business in fossil fuels (gas, oil and coal) or gambling, and religious groups (e.g. churches).

“These changes mean that the ACT is the first Australian state or territory to explicitly ban fossil fuel from sponsorship in public schools,” Genevra said.

Other changes to the policy, procedures and implementation documents include:

- a simplified sponsorship agreement approval process
- inclusion of risk-based guidance
- addition of an Application for Sponsorship Form to enable staff to assess if prospective sponsors align with school values, have ethical business practices and are not primarily involved in prohibited activities, and
- addition of an Incoming Sponsorship Assessment Form to assist schools and Education Support Office staff to conduct a risk-based assessment of sponsorship proposals.

If you manage corporate sponsorship requests and arrangements, you need to know that:

- there are changes to decision-makers and delegation. The updated policy states that school boards no longer approve sponsorship, this is delegated to principals or ESO executive (according to sponsorship amount). However, school boards do approve the budget and may be consulted on prospective sponsorship and endorse agreements
- thresholds have been established to assist decision-makers to make consistent and fair decisions that align with the updated policy, and
- the updated policy material provides increased clarity around probity, responsibilities, assessment, evaluation and the maintenance of a central sponsorship register.

“Thank you to everyone who contributed to the consultation. Your input helped us to shape the updates and ensure we met your needs and requirements for a modern corporate sponsorship policy,” Genevra said.

You can access the policy, procedure and implementation documents via the **policy register**.

Bulletin content

Title: Updates to the Corporate Sponsorship Policy

Status: For information

Audience: Business Managers, ESO staff, Principals

Content:

The Corporate Sponsorship Policy has been updated to reflect consultation feedback, providing clearer guidance and decision-making processes aimed at improving transparency and building public trust over time.

Three categories of prohibited sponsors have been added to the policy. These include:

- organisations that conduct their primary business in fossil fuels (gas, oil and coal)
- organisations that conduct their primary business in gambling (e.g. casinos, betting companies), and
- religious groups (e.g. churches).

These changes were introduced to reflect community consultation outcomes and increase alignment with legislation and government initiatives. For example, there was support for excluding religious groups as

Approved by:
Action officer: Lizzy Green
Date: October 2025

sponsors so as not to appear to preference any one religion over another. By law, ACT public schools must have non-sectarian, secular education.

You can read more about the updates and what they mean for you on **ConnectED**.

Contact details:
Governance Policy and Procedure
EDUGovernance@act.gov.au

Social media

We heard your feedback on corporate sponsorship and changes are coming in term 1, 2026!

Significantly, 3 categories of prohibited sponsors have been added to the updated Corporate Sponsorship Policy:

- ❌ organisations that conduct their primary business in fossil fuels (gas, oil and coal)
- ❌ organisations that conduct their primary business in gambling, and
- ❌ religious groups (e.g. churches).

This makes the ACT the first Australian state or territory to ban fossil fuel from sponsorship in public schools.

These changes were introduced to reflect community consultation outcomes and increase alignment with legislation and government initiatives. For example, there was support for excluding religious groups as sponsors so as not to appear to preference any one religion over another. By law, ACT public schools must have non-sectarian, secular education.

You can read the updated policy on our **website**.

Your Say Conversations update

Text to be added to the bottom of the 'About the project section':

Approved by:
Action officer: Lizzy Green
Date: October 2025

Following consultation, the **Corporate Sponsorship Policy** has been updated. Significantly, 3 categories of prohibited sponsors have been added to the policy. These include organisations that conduct their primary business in fossil fuels (gas, oil and coal) or gambling, and religious groups (e.g. churches). The updated policy is in effect from term 1, 2026.

These changes were introduced to reflect community consultation outcomes and increase alignment with legislation and government initiatives. For example, there was support for excluding religious groups as sponsors so as not to appear to preference any one religion over another. By law, ACT public schools must have non-sectarian, secular education.

Approved by:
Action officer: Lizzy Green
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