



## Education Directorate

### Input request

<b>Title:</b>	Canberra Parents for Climate to discuss ACT School Sponsorship Policy [REDACTED] - [REDACTED]	
<b>TRIM number</b>	FILE2025/3890	
<b>Request</b>	Min corro – dot points	
<b>Request date</b>	3 March 2025	
<b>Due to F&amp;C</b>	18 March 2025 (or sooner)	
<b>Response format</b>	Dot points	
<b>Approved by:</b>	<b>Name</b>	David Matthews
	<b>Position</b>	Executive Group Manager, People, Governance and Communications
<b>Date Approved</b>	Click or tap to enter a date.	

### Input

4. 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.
5. The Education Directorate will review its Corporate Sponsorship Policy in 2025.
6. The review will ensure that the Corporate Sponsorship Policy remains contemporary, practical and fit for purpose.
7. It will consider the scope of the policy and how this supports decision-making at a local level about what arrangements our schools enter into.

9. It will strive to promote greater consistency and strengthen values-aligned decisions.

11. We will also consider student need, to make sure ACT public schools can continue to offer the best possible learning opportunities and enrichment activities to their students.
12. Importantly, the policy review will include engagement with stakeholders and the community, schools and students, so we can hear and reflect their views in the future policy design.
13. 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.
14. The review process will include engagement and consultation with internal and external stakeholders to ensure all views are considered. This includes those of the Canberra Parents for Climate.



**From:** [Short, Paul](#)  
**To:** [Van Aalst, Sally](#); [Donne, Genevra](#); [Laurent, Kristen](#); [Burn, Emma](#); [Matthews, David](#)  
**Cc:** [Do, Patrick](#); [Education DLO](#); [EDU, Cabinet & Assembly](#); [EDU, EGMPGC](#)  
**Subject:** FYI - Corporate Sponsorship policy - Assembly motion  
**Date:** Wednesday, 5 March 2025 10:19:14 AM  
**Attachments:** [Assembly\\_UPT\\_04Mar25.docx](#)

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## OFFICIAL

Hi all – fyi, Laura Nuttall’s motion was agreed to in the Assembly yesterday (without amendment). The text of the motion is below.

**MISS NUTTALL:** To move—That this Assembly: **Minister Berry - Education**

(1) notes:

- (a) students should have the right to an education free from advertising and the influence of corporations;
- (b) burning fossil fuels hurts children’s health and their environment. Gambling is doing irrevocable damage to our society;
- (c) there is a legitimate space for small, local businesses to provide sponsorships for schools, but these sponsorships should not be with companies that are known to cause harm;
- (d) public school leadership should not be put in a position where they have to decide between accepting money from a company that does not align with the values of their school, or missing out on additional opportunities for their students;
- (e) by reviewing public school sponsorship policy, public schools will have clarity on accepting funding from a company or organisation that aligns with the values of the ACT public education system. Through this work more guidance can be provided to school leaders, reducing workload, on where and from whom they will be able to seek out additional opportunities for their students;
- (f) in a CommsDeclare poll, 56 percent of Australian parents surveyed expressed a desire for a ban of fossil fuel sponsorships in schools;
- (g) some companies and organisations whose values do not align with the public education system are already banned from school sponsorships. The ACT Education

Directorate's Corporate Sponsorship Procedure document section 3.2 states that "Direct sponsorship agreements will only be negotiated with organisations whose public image, products and services are consistent with the values, corporate purpose and specific policies of schools, the Directorate and the ACT Government. 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";

- (h) the Government's responsible investment policy already excludes companies involved in fossil fuels or deriving more than 10 percent of their revenue from gambling; and
  - (i) the Education Directorate has committed to a review of their Corporate Sponsorship Procedure beginning later this year; and
- (2) **calls on the ACT 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.** *(Notice given 3 March 2025. Notice will be removed from the Notice Paper unless called on within 4 sitting weeks – standing order 125A).*

I've also attached the Hansard from the Assembly debate (pages 42-58). Or you can

watch it here:

<https://broadcast.parliament.act.gov.au/vod/player/1fd878997fb5444eae216713aee229e?i=08ad595d960042eaab5b2ccb6191912f-102>

Importantly, during debate Minister Berry said this:

This review, however, will ensure that the Corporate Sponsorship Policy remains in line with the values of the ACT public education system. It will strive to promote greater consistency and values which are aligned with decisions. It will also provide guidance to school leaders on where and from whom they will be able to seek out additional opportunities for students. Importantly, the policy review will include engagement with stakeholders and the community, schools and students, so we can hear and reflect their views in future policy design.

**Once the review is completed, I will carefully consider the review outcomes before making any decisions going forward.** I am proud of our public schools that they have strong connection to their communities, 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.

Sally and Gen are meeting tomorrow to begin work on the engagement plan. Please keep us posted!

It would be great if we can have an update ready for the Minister in a fortnight, about our timeframes and process for the policy review and engagement (Adreinne – please add to Min briefing forecast).

Cheers,  
Paul

**Paul Short**

**Executive Branch Manager, Communications, Engagement & Government Support**

Education Directorate | ACT Government

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## Education Directorate

<b>To:</b>	Minister for Education and Early Childhood	Tracking No.: FOL25/2332
<b>Date:</b>	31/03/2025	
<b>CC:</b>	NA	
<b>From:</b>	Executive Group Manager, People, Governance and Communications	
<b>Subject:</b>	Canberra Parents for Climate to discuss the ACT Education Corporate Sponsorship Policy	
<b>Meeting Date:</b>	11/04/2025	

### Stakeholder/Attendee Details:

Canberra Parents for Climate representatives:

- [REDACTED]
- [REDACTED], [REDACTED]

You can read more about [Canberra Parents for Climate](#) online.

### Key points/Speaking Notes

- Canberra Parents for Climate wrote to you on 2 March 2025 requesting a meeting to discuss several issues relating to the Government's climate change policy in ACT schools, notably the current sponsorship policy.
- The ACT Government will update the ACT Education Corporate Sponsorship Policy that applies to ACT public schools and the Directorate more broadly.
- The updates will ensure increased clarity and guidance around corporate sponsorship arrangements. [REDACTED]
- The review process will include engagement and consultation with internal and external stakeholders to ensure all views are considered. This includes those of the Canberra Parents for Climate.

## Background

### Policy review

- The policy review will include engagement with stakeholders and the community, schools and students, so we can hear and reflect their views in the future policy design.
- We will also consider student need, to make sure ACT public schools can continue to offer the best possible learning opportunities and enrichment activities to their students.
- 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.

- The updated Policy will come into effect at the start of the 2026 school year.

**Financial Implications**

- NA

**Benefits/Sensitivities**  


- On 4 March 2025, a motion was agreed by the Legislative Assembly to prevent fossil fuel and gambling company sponsorships to ACT public schools from the 2026 school year. It was also agreed that schools currently receiving money or sponsorship from such companies be assisted in transitioning to alternative funding as required. Reporting on the policy changes and timeline and assistance provided to schools to transition to other arrangements will be provided to you by the last sitting week in 2025 ([NP No 7, 2025](#)).

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- Specifically, 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.

Signatory Name: David Matthews, Executive Group      Phone: By Teams  
Manager, People, Governance and  
Communications

Action Officer: Paul Short, Executive Branch      Phone: By Teams  
Manager, Communications,  
Engagement and Government  
Support

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**Education Directorate**

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

**Agreed / Not Agreed / Please Discuss**

Yvette Berry ML

... ../...../....

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. 

[Redacted]

- 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. [Redacted]

**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: [Redacted]

**Attachments**

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

# 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

ACT Government, Chief Minister, Treasury and Economic Development Directorate (June 2024) *Responsible Investment Policy: For the Financial Investment Asset Management by ACT Treasury*  
[https://www.treasury.act.gov.au/\\_data/assets/pdf\\_file/0008/1295045/Responsible-Investment-Policy.PDF](https://www.treasury.act.gov.au/_data/assets/pdf_file/0008/1295045/Responsible-Investment-Policy.PDF)

ACT Government (November 2021) *Community Contribution Scheme Guidelines*  
[https://www.gamblingandracing.act.gov.au/\\_data/assets/pdf\\_file/0004/1944094/Guideline-Community-Contribution-Scheme-November-2021.pdf](https://www.gamblingandracing.act.gov.au/_data/assets/pdf_file/0004/1944094/Guideline-Community-Contribution-Scheme-November-2021.pdf)

ACT Government (undated) *It's Your Move, How to Guide: Creating a community space at your school*  
[https://www.act.gov.au/\\_data/assets/pdf\\_file/0003/2310996/2309.1159\\_Bonython\\_How-to-Guide\\_web\\_ACC-1.pdf](https://www.act.gov.au/_data/assets/pdf_file/0003/2310996/2309.1159_Bonython_How-to-Guide_web_ACC-1.pdf)

NSW Government, Education (18 December 2024) *Commercial arrangements, sponsorship and donations policy*  
<https://education.nsw.gov.au/policy-library/policies/pd-2009-0399>

NSW Government, Education (18 December 2024) *Commercial arrangements, sponsorship and donations procedure*  
<https://education.nsw.gov.au/policy-library/policies/pd-2009-0399-01>

School of Sport Education (1 January 2021) *Donations, Gifts and Sponsorship Policy*  
[https://sporteducation.nt.edu.au/\\_data/assets/pdf\\_file/0007/988270/donations-sponsorship-gifts-policy.pdf](https://sporteducation.nt.edu.au/_data/assets/pdf_file/0007/988270/donations-sponsorship-gifts-policy.pdf)

Queensland Government (October 2022) *Sponsorship Policy*  
[https://www.qld.gov.au/\\_data/assets/pdf\\_file/0027/39762/queensland-government-sponsorship-policy.pdf](https://www.qld.gov.au/_data/assets/pdf_file/0027/39762/queensland-government-sponsorship-policy.pdf)

Queensland Government (24 March 2023) *Sponsorship Procedure*  
<https://ppr.qed.qld.gov.au/pp/sponsorship-procedure>

Queensland Government, Education (14 April 2022) *Partner with Queensland Education*  
<https://education.qld.gov.au/about-us/events-awards/events/partner-qld-education>

Tasmanian Government, Department of Education (May 2014) *Partnering with External Organisations Policy*  
<https://publicdocumentcentre.education.tas.gov.au/library/Document%20Centre/Partnering-with-External-Organisations-Policy.pdf>

Victorian Government, Education and Training (9 May 2024) *School Operations: Sponsorship Policy*  
<https://www2.education.vic.gov.au/pal/sponsorship/policy>

Victorian Government, Education and Training (undated) *Sponsorship Procedures (Schools): Appropriate Sponsors and Approval Limits*  
<https://www.education.vic.gov.au/Documents/school/principals/spag/community/sponsor-school-procedure.docx>

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>

WA Government, Department of Education (20 March 2023) *Document for incoming sponsorship to a public school* (Guideline)  
<https://www.education.wa.edu.au/web/policies/-/document-for-incoming-sponsorship-to-a-public-school>

WA Government, Department of Finance (January 2022) *Sponsorship in Government Guidelines: A handbook to assist State agencies* <https://www.wa.gov.au/system/files/2022-03/Sponsorship%20in%20Government%20Guidelines.pdf>

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](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](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>

Gurr, S and Forster, D, Harvard Graduate School of Education (undated) *High School at the Coal-Face: The Cost of Getting "What We're Owed"* <https://www.justiceinschools.org/high-school-coal-face>

Evans, J (11 February 2021) *School banking programs to be banned in Canberra from July, after unanimous support from ACT politicians* <https://www.abc.net.au/news/2021-02-11/school-banking-programs-to-end-in-canberra-from-july/13141232>

Parliament of Australia (1993) *National code of practice for sponsorship and promotion in school education* [https://www.aph.gov.au/Parliamentary\\_Business/Committees/Senate/Education\\_Employment\\_and\\_Workplace\\_Relations/Completed\\_inquiries/Pre1999/pcf/report/e01](https://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Education_Employment_and_Workplace_Relations/Completed_inquiries/Pre1999/pcf/report/e01)  
[Sponsorship and marketing – Parliament of Australia](#)

Arundell, L (11 February 2025) *'Modern-day version of tobacco': Call for ban on coal and gas money in schools* <https://www.canberratimes.com.au/story/8888268/push-to-ban-fossil-fuel-sponsors-in-act-schools/>

Education Daily (14 February 2025) *What are fossil fuel sponsorships with schools teaching Aussie students?* <https://educationdaily.au/general/sustainability/what-are-fossil-fuel-sponsorships-with-schools-teaching-aussie-students/>

ACT Government (19 June 2024) *New plan to phase out fossil fuel energy in the ACT* <https://www.climatechoices.act.gov.au/events-news/news/new-plan-to-phase-out-fossil-fuel-energy-in-the-act>

Earth Island Institute, The Fossil Fuel Non-Proliferation Treaty Initiative (2 June 2021) *Australian Capital Territory Highest Jurisdiction Worldwide to Endorse the Fossil Fuel Non-Proliferation Treaty* <https://fossilfueltreaty.org/australian-capital-territory>

ACT Government, Education Directorate, (24 March 2025) *Future of Education Strategy 2018 – 2028* <https://www.act.gov.au/open/future-of-education-strategy>

## Engagement Plan for ACT Education Corporate Sponsorship Policy update

<p>What do you want to engage on?</p>	<p>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.</p> <p>Specifically, it will strive to promote greater consistency and strengthen values-aligned decisions. It will include public consultation that considers prohibiting sponsorship categories, [REDACTED]</p> <p>The updated Policy will come into effect at the start of the 2026 school year.</p>
<p>Why are you engaging?</p>	<p>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.</p>
<p>What is the impact on decision making?</p>	<p>The community will be <a href="#">consulted</a> through this process.</p> <p>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.</p>
<p>What tier is your engagement?</p>	<p><a href="#">Tier 2</a></p>
<p>Which government priority does your engagement align with?</p>	<p>On 4 March 2025, a motion was passed in the Legislative Assembly related to this matter. The motion called on the Government to:</p> <ul style="list-style-type: none"> <li>• by the beginning of the 2026 school year, update Education Directorate policy to prevent fossil fuel and gambling companies from public school sponsorships,</li> <li>• assist schools currently receiving money or sponsorship from any fossil fuel or gambling companies to transition to alternate funding as required, and</li> <li>• by the last sitting week of 2025, ensure the Education Directorate:             <ul style="list-style-type: none"> <li>○ identifies which policy changes have been implemented, and provide timelines for policy changes which have not yet taken place, and</li> <li>○ articulates all assistance provided to schools which have transitioned away from fossil fuel or gambling company funding.</li> </ul> </li> </ul> <p>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.</p> <p>This project will also support progress towards meeting the goals of ACT Government Wellbeing Indicators, including increasing trust and confidence in Government and institutions.</p>
<p>What background information do you have?</p>	<p>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.</p>

	<p>[Redacted]</p> <p>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.</p> <p>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.</p> <p>[Redacted]</p>
<p>When do you need to commence engagement?</p> <p>When do you expect to close engagement?</p>	<p>Engagement needs to be concluded by the end of term 2, 2025 to meet the project deadline of end 2025.</p> <p>Engagement is planned to commence in week 4, term 2 (19 May) and conclude in week 9, term 2 (29 June).</p>
<p>Do you have a Communications plan?</p>	<p>A Communications Plan including key messages and a communications action plan will be developed once the broad engagement approach is approved.</p>
<p>Who do you need to hear from?</p>	<p>Internal:</p> <ul style="list-style-type: none"> <li>• ACT public school teachers</li> <li>• ACT public school leaders</li> <li>• ACT public school staff</li> <li>• Education Support Office staff</li> <li>• Aboriginal and Torres Strait Islander Education team</li> </ul> <p>External:</p> <ul style="list-style-type: none"> <li>• ACT public school parents and carers</li> <li>• ACT public school students</li> <li>• ACT public school boards</li> <li>• ACT Council of Parents and Citizens Association</li> <li>• ACT Principals Association</li> <li>• ACT Education Union</li> <li>• Community and Public Sector Union</li> <li>• Ngunnawal Elders Council</li> <li>• Aboriginal and Torres Strait Islander Elected Body members</li> <li>• Conservation Council ACT Region</li> <li>• Canberra Parents for Climate</li> <li>• Comms Declare</li> <li>• ACT community</li> </ul>

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?	<p>YourSay Conversations</p> <ul style="list-style-type: none"> <li>• Quick poll</li> <li>• Message board (using visioner tool) with upvoting</li> <li>• Survey</li> <li>• Submissions</li> </ul> <p>EDU Engage</p> <ul style="list-style-type: none"> <li>• Survey</li> </ul> <p>Other</p> <ul style="list-style-type: none"> <li>• Consultation workshops with ACT public school teachers and leaders</li> <li>• Consultation workshops with ACT public school students</li> <li>• Stakeholder meetings with ACT Council of Parents and Citizens Association, ACT Principals Association, ACT Education Union, and Community and Public Sector Union.</li> <li>• Voicemail (for accessibility)</li> <li>• 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.</li> </ul>
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?	<p>Engagement goals:</p> <ul style="list-style-type: none"> <li>• 20% staff engagement rate</li> <li>• 3,000 YourSay page views</li> <li>• 200 YourSay contributions</li> <li>• Barriers to participation in consultation process are identified and efforts made to overcome them.</li> </ul> <p>Listening Report published and is available to all stakeholders involved in the consultation process within 4 weeks of consultation closing.</p>

### 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	<ul style="list-style-type: none"> <li>• ACT public school parents and carers</li> <li>• ACT public school students</li> </ul>	Approved by 9 May  Live: 19 May-	Comms and Engagement (C&E)

	<ul style="list-style-type: none"> <li>• ACT public school boards</li> <li>• ACT community</li> </ul>	29 June	
Community quick poll (YourSay Conversations)	<ul style="list-style-type: none"> <li>• ACT public school parents and carers</li> <li>• ACT public school students</li> <li>• ACT public school boards</li> <li>• ACT community</li> </ul>	Approved by 9 May Live: 19 May-29 June	C&E
Community message board (YourSay Conversations)	<ul style="list-style-type: none"> <li>• ACT public school parents and carers</li> <li>• ACT public school students</li> <li>• ACT public school boards</li> <li>• ACT community</li> </ul>	Approved by 9 May Live: 19 May-29 June	C&E
Community survey (YourSay Conversations)	<ul style="list-style-type: none"> <li>• ACT public school parents and carers</li> <li>• ACT public school students</li> <li>• ACT public school boards</li> <li>• ACT community</li> </ul>	Approved by 9 May Live: 19 May-29 June	C&E and Governance
EDU Engage page	<ul style="list-style-type: none"> <li>• ACT public school teachers</li> <li>• ACT public school leaders</li> <li>• ACT public school staff</li> <li>• Education Support Office staff</li> </ul>	Approved by 9 May Live: 19 May-29 June	C&E
Staff survey (EDU Engage)	<ul style="list-style-type: none"> <li>• ACT public school teachers</li> <li>• ACT public school leaders</li> <li>• ACT public school staff</li> <li>• Education Support Office staff</li> </ul>	Approved by 9 May	C&E and Governance
Staff consultation workshop	<ul style="list-style-type: none"> <li>• ACT public school teachers</li> <li>• ACT public school leaders</li> <li>• ACT public school staff</li> </ul>	May	Governance
Student consultation workshop	<ul style="list-style-type: none"> <li>• ACT public school students</li> </ul>	May	Governance
Stakeholder meetings	<ul style="list-style-type: none"> <li>• ACT Council of Parents and Citizens Association</li> <li>• ACT Principals Association</li> <li>• ACT Education Union</li> <li>• Community and Public Sector Union</li> </ul>	May	Governance
Listening report	All audiences	28 July	Governance and C&E
Finalised policy consultation meeting	<ul style="list-style-type: none"> <li>• ACT public school leaders</li> </ul>	September	Governance

Finalised policy request for feedback via email	<ul style="list-style-type: none"> <li>• ACT Council of Parents and Citizens Association</li> <li>• ACT Principals Association</li> <li>• ACT Education Union</li> <li>• Community and Public Sector Union</li> </ul>	September	Governance
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### 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

<b>What is being communicated?</b>	The opportunity for ACT public school staff, community and stakeholders to have their say about updates to the ACT Education Corporate Sponsorship Policy.		
<b>Why are we communicating on this issue?</b>	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.		
<b>Background/research/insights</b>	<ul style="list-style-type: none"> <li>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.</li> <li>[Redacted]</li> <li>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.</li> <li>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.</li> <li>[Redacted]</li> </ul>		
<b>Tier:</b>	<a href="#">Tier 2</a>		
<b>Other directorates/agencies involved</b>	EPSDD	<b>Spokesperson</b>	Yvette Berry, Minister for Education and Early Childhood

## Target audiences

<b>Primary</b>	<ul style="list-style-type: none"> <li>ACT public school parents and carers</li> <li>ACT public school students</li> <li>ACT public school boards</li> <li>ACT community</li> </ul>
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**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

<b>Key influencers/stakeholders</b>	<ul style="list-style-type: none"><li>• ACT Council of Parents and Citizens Association</li><li>• ACT Principals Association</li><li>• ACT Education Union</li><li>• Community and Public Sector Union</li><li>• Ngunnawal Elders Council</li><li>• Aboriginal and Torres Strait Islander Elected Body Members</li><li>• Conservation Council ACT Region</li><li>• Canberra Parents for Climate</li><li>• Comms Declare</li></ul>
<b>ACTPS (if relevant)</b>	<ul style="list-style-type: none"><li>• ACT public school teachers</li><li>• ACT public school leaders</li><li>• ACT public school staff</li><li>• Education Support Office staff</li><li>• Aboriginal and Torres Strait Islander Education team</li></ul>

## 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 <ul style="list-style-type: none"> <li>Promoting staff engagement</li> <li>Newsletter and social media content to promote community engagement</li> </ul>	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	<a href="#">ACTGOV template</a>	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

**From:** [Bessey, Rochelle](#) on behalf of [EDU, EGMPGC](#)  
**To:** [Matthews, David](#)  
**Cc:** [EDU, EGMPGC](#)  
**Subject:** FOR INFORMATION: FOR ACTION: FOL25/3787: Assembly Resolution: Fossil fuel and gambling industries sponsorship in schools-Prevention and transition from  
**Date:** Thursday, 29 May 2025 12:57:43 PM  
**Attachments:** [Assembly Resolution - Fossil fuel and gambling industries sponsorship in schools-Prevention and transition from.tr5](#)

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Hi David

Just flagging this one for your information

Rochelle

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**From:** Do, Patrick <Patrick.Do@act.gov.au> **On Behalf Of** EDU, Cabinet & Assembly  
**Sent:** Thursday, 29 May 2025 12:52 PM  
**To:** EDU, EBM Governance Branch <EDU.EBMGovernance@act.gov.au>; Laurent, Kristen <Kristen.Laurent@act.gov.au>  
**Cc:** EDU, EGMPGC <EGMPGC@act.gov.au>; Burn, Emma <Emma.Burn@act.gov.au>; Short, Paul <Paul.Short@act.gov.au>; EDU, Cabinet & Assembly <EDUCabinetAssembly@act.gov.au>  
**Subject:** FOR ACTION: FOL25/3787: Assembly Resolution: Fossil fuel and gambling industries sponsorship in schools-Prevention and transition from

Good afternoon

On Thursday, 4 March 2025, the Assembly passed the resolution titled '*Fossil fuel and gambling industries sponsorship in schools-Prevention and transition from*'.

The resolution calls 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.

The Minister's response to the motion can be found in the Proof Hansard (attached in TRIM) on page 67/104. Please see attached and below for action.

ASSEMBLY RESOLUTION – GOVERNMENT RESPONSE REQUEST	
TRIM Number	FOL25/3787

Branch, title and status	Branch	Title
		Governance
Action(s)	<ol style="list-style-type: none"> <li>1. Review Assembly Resolution (attached and in TRIM)</li> <li>2. Consider actions to respond to Assembly Resolution</li> <li>3. Prepare a Min Brief to inform the Minister of proposed Resolution actions (Min Brief template in TRIM folder)</li> <li>4. Work with CLO and ALO to align Cabinet and Assembly dates</li> </ol>	
Clearance level required	EGM PGC	
Other details	<ul style="list-style-type: none"> <li>• Once MO have approved the Brief and proposed actions, ALO will coordinate Cabinet timeframes with CLO</li> <li>• Cabinet steps will be allocated separately of this email</li> </ul>	
For more info	Please contact <a href="mailto:EDUCabinetAssembly@act.gov.au">EDUCabinetAssembly@act.gov.au</a> if you have any questions.	

Kind regards

Pat

**Patrick Do** | Assembly Liaison Officer

Phone: via MS Teams | Email: [EDUCabinetAssembly@act.gov.au](mailto:EDUCabinetAssembly@act.gov.au) or [patrick.do@act.gov.au](mailto:patrick.do@act.gov.au)

Ministerial & Corporate Reporting – Communication, Engagement and Government Service Branch| Education Directorate| ACT Government  
220 London Circuit, Canberra City, ACT 2601 | GPO Box 158 Canberra ACT 2601



## Education Directorate

### Advice/Input request

<b>Title:</b>	School Sponsorship Review Consultation (Laura Nuttall MLA)	
<b>TRIM number</b>	FILE2025/27703	
<b>Request</b>	Prepare Advice for the Minister's office – School Sponsorship Review Consultation – Laura Nuttall MLA	
<b>Request date</b>	12 June 2025	
<b>Response Type</b>	Advice for MO	
<b>Requested Response Format</b>	Dot-Point	
<b>If input to another directorate which?</b>	N/A	
<b>Approved by:</b>	<b>Name</b>	David Matthews
	<b>Position</b>	Executive Group Manager, People, Governance and Communications
<b>Date Approved</b>	17/06/2025	

### Directorate's Response

#### Consultation process

- The Education Directorate is currently undertaking a community consultation process ahead of updating the [Corporate Sponsorship Policy](#) that applies to ACT public schools and the Directorate more broadly.
- The consultation is open to all interested parties including employees, students, families, stakeholder groups and the wider community.
- Feedback is being captured via the [YourSay Conversations](#) platform from 26 May to 6 July 2025.
- The Directorate is hosting consultation workshops with:
  - ACT public school teachers and leaders
  - ACT public school students
- The Directorate has also offered to host stakeholder meetings with:
  - ACT Council of Parents and Citizens Association
  - ACT Principals Association
  - ACT Education Union
  - Community and Public Sector Union.
- The updated Policy is expected to come into effect at the start of the 2026 school year.



## Education Directorate

### Survey

- As part of the YourSay Conversations engagement page, a [survey](#) is available to community members to complete to help them to structure their feedback.
- Community members are also able to submit feedback on the [public message board](#), send a [submission](#), leave a voicemail or send an email directly to the Directorate.
- The survey covers a range of topics about the future state of the Policy, including:
  - types of activities
  - categories that should be prohibited
  - decision-making criteria
  - recognition for sponsors
  - options for students to opt-out of sponsored activities.

### Scope of the review

- The planned updates to the Policy 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.
- 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 about what arrangements our schools enter.
- 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.

### Community confusion

- As of 12 June 2025, the Directorate had received over 80 emails about the consultation.
- Of these, there were two queries about the scope of the Policy, indicating concern that any fossil fuel ban would not be broader than the focus of the policy under review.
- The Directorate responded to these queries explaining that 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 Government [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.



## Education Directorate

- Competitions, grants and awards also operate within the policy settings of the particular program or agreed arrangement.
- Regardless, the Directorate expects that the resources produced for the Corporate Sponsorship Policy will be of benefit to staff managing other activities outside of the scope of the Policy.
- In discussions about the review, there has not been confusion communicated, only queries about what can be done under the new Policy (e.g. services and sponsorship activities).
- The Directorate has advised that the consultation process will shape the Policy and welcomes all views about how the Policy should operate.

# Corporate Sponsorship Policy

## Stakeholder Meeting – ACT Principals Association

### Minutes, 25 June 2025

<b>Date</b>	25 June 2025
<b>Time</b>	13:00 – 14:00
<b>Venue</b>	MS Teams
<b>Attendees</b>	<ul style="list-style-type: none"><li>• Simon Vaughan, ACTPA Co-President</li><li>• Chris Jones, ACTPA Co-President</li><li>• Genevra Donne, Senior Director, Governance, Policy and Procedure</li><li>• Sally Van Aalst, Senior Director, Communications and Engagement</li><li>• Kirilee Crump, Assistant Director, Governance, Policy and Procedure</li></ul>

#### Local Clubs

██████████ 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.

██████████ 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.



**From:** [Redacted]  
**To:** [EDU Governance](#)  
**Cc:** [ACT P&C Council Contact](#)  
**Subject:** Corporate Sponsorship Policy Submission  
**Date:** Monday, 30 June 2025 1:10:10 PM  
**Attachments:** [Outlook-A blue and.png](#)  
[Outlook-xvk114yu.png](#)  
[ACT Council of P&C Associations - Corporate sponsorship policy submission.pdf](#)

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You don't often get email from policy@actparents.org.au. [Learn why this is important](#)

**Caution:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi,

Please find attached the ACT Council of Parents and Citizens Associations submission to the YourSay public consultation on the ACT Education Directorate Corporate Sponsorship in Schools Policy.

Kind regards,

[Redacted]

[Redacted]  
[Redacted]

[Redacted]

**ACT Parents** (formally ACT Council of Parents & Citizens Associations)  
*Shaping Public Education Together*  
[www.actparents.org.au](http://www.actparents.org.au) | Tel: 02 6241 5759 | Find us on [Facebook](#)



*We're currently updating our brand to better reflect who we are. While our look is changing, our commitment to supporting public school families and P&Cs remains the same.*

*I acknowledge the traditional custodians of the lands and waters where we live, work and learn, and pay my respects to elders past, present, and future.*





## ACT Education Directorate Corporate Sponsorship Policy Consultation

### Overview

The ACT Council of Parents & Citizens Associations (Council) appreciates the opportunity to contribute to the review of the Corporate Sponsorship Policy for ACT public schools. 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.

We note the background to this policy review and the motion passed in the Legislative Assembly calling for the policy to be updated to prevent fossil fuel and gambling companies from public school sponsorships.





**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:

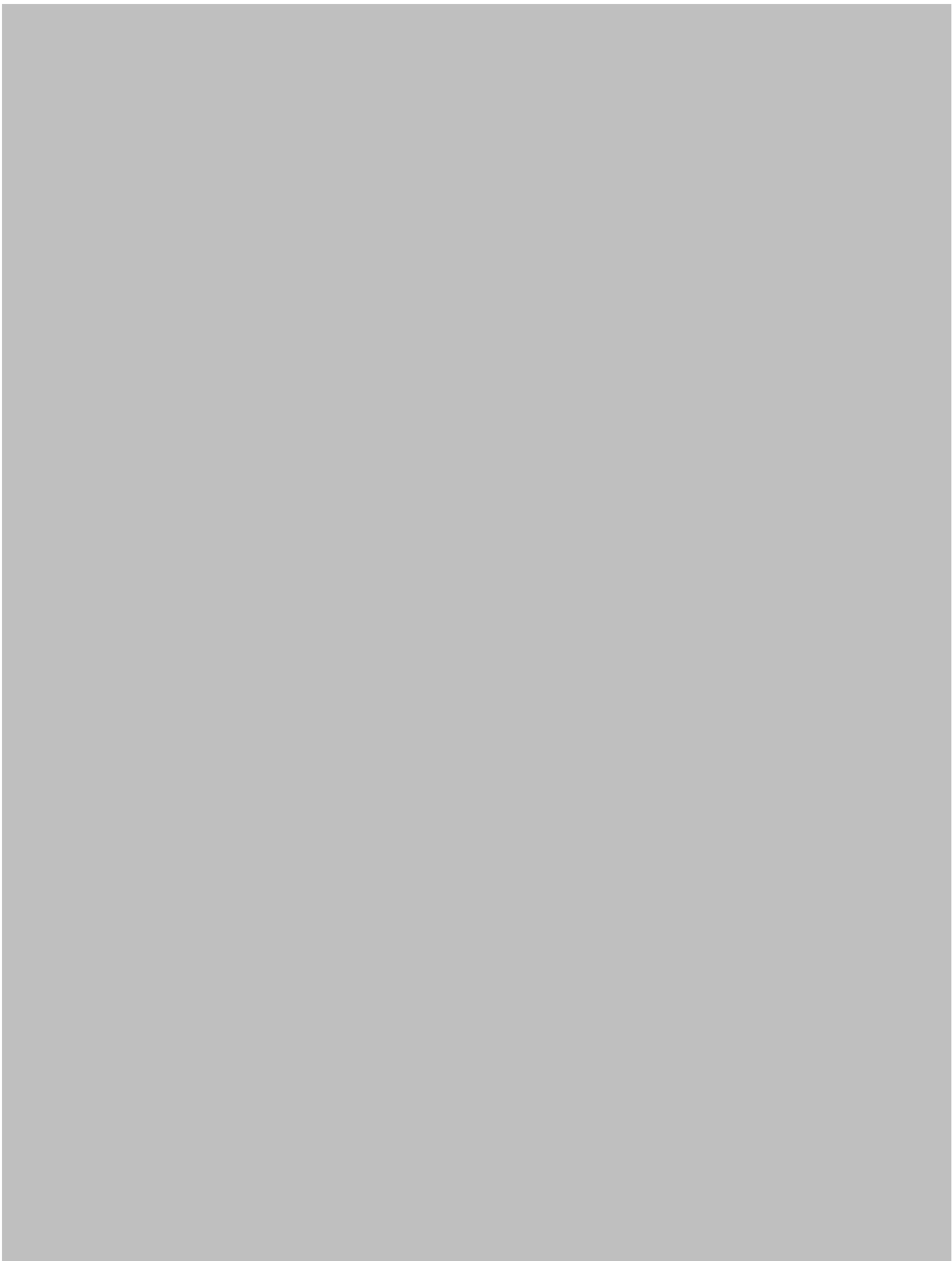


- Gambling companies, which pose significant social and psychological risks.



Parents expressed concern over partnerships that may undermine student wellbeing or community trust. \_\_\_\_\_







**Conclusion**



Certain categories of sponsorship should remain prohibited due to their potential to undermine student wellbeing or public confidence.



# Corporate Sponsorship Policy

## Stakeholder Meeting – School Staff (Workshop 1)

### Minutes

<b>Date</b>	1 July 2025
<b>Time</b>	2:00 – 3:00 pm
<b>Venue</b>	MS Teams
<b>Attendees</b>	<ul style="list-style-type: none"> <li>• Daniel Breen, Principal, Gold Creek School</li> <li>• Rachael Radvanyi, Deputy Principal, Canberra College</li> <li>• Rebecca Swiridziuk, Business and Facilities Manager, Evatt Primary School</li> <li>• Genevra Donne, Senior Director, Governance, Policy and Procedure</li> <li>• Kirilee Crump, Assistant Director, Governance, Policy and Procedure</li> </ul>
<b>Introduction</b>	<p>Genevra provided a brief introduction of the policy, policy review objectives, consultation process and areas of focus for improvement.</p>
<b>Current Sponsorship Experience</b>	<p>Attendees highlighted their limited experience with current policy implementation. Examples or some existing arrangements that may fall under the umbrella of sponsorship, advertising, gifts and donations were discussed including:</p> <div style="background-color: #cccccc; height: 150px; width: 100%; margin-top: 10px;"></div> <ul style="list-style-type: none"> <li>• Stellar Fitness, owned by the Hellenic Club, offers hydrotherapy and gym access students at Canberra College, this is a reciprocal arrangement. Attendees questioned whether this is permissible under the policy.</li> </ul> <div style="background-color: #cccccc; height: 150px; width: 100%; margin-top: 10px;"></div>

### Policy Considerations

Attendees discussed currently prohibited categories and questioned whether sponsorships linked to currently prohibited entities (e.g. licensed clubs) remain banned? Local clubs currently play a big role in community activities and are often accepted by the community due to sports sponsorships.

# Corporate Sponsorship Policy Stakeholder Meeting – School Staff (Workshop 3)

## Minutes

<b>Date</b>	4 July 2025
<b>Time</b>	3-3:30 pm
<b>Venue</b>	MS Teams
<b>Attendees</b>	<ul style="list-style-type: none"> <li>• Clinton Codey, IT Administrator, Erindale College</li> <li>• Genevra Donne, Senior Director, Governance, Policy and Procedure</li> <li>• Kirilee Crump, Assistant Director, Governance, Policy and Procedure</li> </ul>
<b>Introduction</b>	
Genevra provided a brief introduction of the policy, policy review objectives, consultation process and areas of focus for improvement.	
<b>Erindale College: Current Context</b>	
Mr Codey advised that the majority of Erindale College’s students participate in school sports programs. [REDACTED]	
Existing partnerships include: <ul style="list-style-type: none"> <li>• Raiders: Alumni and potential sponsors.</li> <li>• Vikings Club: MOU in place for coaching and oval use; branding on goal post pads in exchange for discounted field maintenance.</li> </ul>	



**From:** [Crump, Kirilee](#)  
**To:** [Donne, Genevra](#)  
**Cc:** [EDU Governance](#)  
**Subject:** Corporate Sponsorship Policy Workshops - 1,2,3 - Notes  
**Date:** Friday, 4 July 2025 4:30:52 PM

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OFFICIAL

# CSP Staff Workshop 1

Wednesday, 11 June 2025  
4:23 PM

## Workshop 1

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- Genevra - links to the prohibited categories should be banned or should they remain (e.g. licenced club)
- Daniel: Community acceptance of local clubs due to local sport sponsorships
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- Rachael: Stellar Fitness have approached Canberra College - reciprocal arrangement - special needs students can use the hydrotherapy school. Is this banned? We should have tolerance in this policy for local clubs and businesses.
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]



- [Redacted]
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- [Redacted]
- [Redacted]
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**CSP Staff Workshop 2: Shelley Penyu**

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- Shelley - Does the raiders club or lakes club supporting events cross the line?
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
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- [REDACTED]
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- [REDACTED]
- [REDACTED]
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**Workshop 3 with Clinton Codey**

- Erindale College - majority of students are in a sports program
- As an example - have a number of raiders come through the school's program - so if the raiders were to approach for a sponsorship deal
- [REDACTED]
- [REDACTED]
- [REDACTED]
- Clinton - Benefit/no harm - Upgrading of strength and conditioning areas - Looking to reinvest money to continue to improve programs - biggest opportunities come from big clubs and sports teams. Is reinvesting money into improving resources within the school. [REDACTED]
- Erindale has an MOU where Vikings club provide coaching expertise to us, we use their oval etc. The school's branding is very important to us - branding on goal post pads,
- Like for like sponsorship - they charge us mates rates for the maintenance of the oval. So we then advertise their business and we get to use the oval at no cost?.
- [REDACTED]

- [Redacted]
- [Redacted]
- [Redacted]
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- [Redacted]

Created with OneNote.

# PLAY LIFE NOT POKIES

CANBERRA  
GAMBLING  
REFORM  
ALLIANCE

## Submission: ACT Education Directorate Corporate Sponsorship Policy

6<sup>th</sup> July 2025

The Canberra Gambling Reform Alliance (CGRA) thanks the ACT Government for the opportunity to provide feedback on the [Corporate Sponsorship Policy](#) that applies to ACT public schools, and the ACT Education Directorate more broadly.

### Canberra Gambling Reform Alliance

The Canberra Gambling Reform Alliance (CGRA) is a coalition of community organisations and concerned community members dedicated to reducing gambling harm in the ACT. They recognise gambling as a serious public health issue that affects individuals, families, and communities. CGRA advocates for strong, evidence-based reforms to minimise harm and increase transparency. Their mission is to create a safer, more informed gambling environment in Canberra, aiming for the lowest possible levels of gambling-related harm.

### Our Submission

Our submission is formed from group expertise, as well as published studies including the most recent Prevalence Survey. The Sponsorship Policy Discussion Paper highlighted key points in the decision framework that resonated with the CGRA, including scholarships aligning with school values and ethics, as well as ensuring scholarships include consideration of student wellbeing. We are engaging with the question posed through the consultation process:

### ***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”<sup>1</sup>. 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 CGRA recommends that gambling entities are prohibited from providing sponsorships in schools or associated education activities. This should include a ban

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<sup>1</sup> <https://aifs.gov.au/resources/short-articles/understanding-gambling-harm-and-ways-identify-those-risk>

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.

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.<sup>2</sup>

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%.<sup>3</sup> Further, it noted that annual expenditure from this group is estimated to be \$231 million – an average of \$86.72 per teenager per year.<sup>4</sup>

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.

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.<sup>5</sup> The ACT Education Directorate Safety and Wellbeing Strategy 2024-2026<sup>6</sup> 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

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<sup>2</sup> ibid

<sup>3</sup> [Teenage gambling in Australia - The Australia Institute](#)

<sup>4</sup> [Teenage gambling in Australia - The Australia Institute](#)

<sup>5</sup> [Community attitudes towards sports and race betting advertising in Australia | Australian Institute of Family Studies](#)

<sup>6</sup> [Safety and Wellbeing Strategy 2024-26](#)

Directorate to reflect on how community attitudes align with their own strategies, and not expose young people to potential harm.

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.<sup>7</sup> 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.<sup>8</sup> This rose to 17.1% among those who gambled during that time.”<sup>9</sup>

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.

## Conclusion

The Canberra Gambling Reform Alliance strongly urges the ACT Government to expand the list of prohibited groups to include gambling entities. Growing evidence shows that gambling harm is a public health concern, particularly among young people and vulnerable communities. As this submission has outlined, gambling entities - including those operating under the guise of community benefit - pose a significant risk to student and family wellbeing. In line with community expectations, public health research, and the ACT Government’s own stated values, it is both reasonable and responsible to prohibit gambling industry sponsorship under the ACT Education Directorate Corporate Sponsorship Policy.

## Contact

[Redacted]

[Redacted] Canberra Gambling Reform Alliance

[Redacted]

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<sup>7</sup> [2024 ACT Gambling Survey](#)

<sup>8</sup> Ibid

<sup>9</sup> Ibid

**From:** [Redacted]  
**To:** [EDU Governance](#)  
**Subject:** Response to the consultation process on the Corporate Sponsorship Policy  
**Date:** Sunday, 6 July 2025 12:20:30 AM

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You don't often get email from [Redacted] [Learn why this is important](#)

**Caution:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hello

Please find below feedback in response to the consultation process on the Corporate Sponsorship policy. [Redacted] I would like to thank you for the opportunity to participate in the review process. I do hope the below proves useful in the future development of the policy.

>>>

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. [Redacted]







RespondentsurveyID	Status	Completed Date/Time	What role do you play in ACT public schools?: R1	What role do you play in ACT public schools?: R1_5	What type of school activities/expenses are appropriate for sponsorship?Select all that apply: R2_1
920645	Started	26/05/2025 11:19:26 AM	Education Support Office staff		
922161	Completed	26/05/2025 10:12:44 PM	School leader		
922168	Completed	27/05/2025 12:23:25 PM	Classroom teacher		
922172	Started	27/05/2025 4:29:03 PM	Education Support Office staff		
922174	Completed	27/05/2025 5:01:21 PM	Education Support Office staff		
922176	Started	28/05/2025 10:48:18 AM	Education Support Office staff		
922178	Completed	28/05/2025 11:35:41 AM	Classroom teacher		
922179	Completed	28/05/2025 2:15:17 PM	School leader		
922193	Completed	3/06/2025 3:56:14 PM	Education Support Office staff		
927851	Completed	10/06/2025 3:33:39 PM	Education Support Office staff		
936377	Started	17/06/2025 3:19:10 PM	Education Support Office staff		
936378	Completed	17/06/2025 3:56:51 PM	Classroom teacher		
936381	Completed	18/06/2025 12:14:40 PM	Education Support Office staff		
936382	Completed	18/06/2025 3:03:20 PM	School leader		
936398	Started	19/06/2025 4:14:06 PM	Education Support Office staff		
936400	Completed	19/06/2025 4:44:07 PM	Education Support Office staff		
936404	Completed	20/06/2025 11:35:54 AM	Education Support Office staff		
936411	Completed	21/06/2025 10:42:09 AM	School leader		
936414	Started	23/06/2025 10:41:09 AM	Classroom teacher		
936428	Started	23/06/2025 1:52:15 PM	Education Support Office staff		
936468	Completed	24/06/2025 9:12:44 AM	School leader		
937742	Completed	24/06/2025 2:30:40 PM	Classroom teacher		
937827	Completed	25/06/2025 8:46:55 AM	Education Support Office staff		
937915	Completed	26/06/2025 8:04:53 AM	School leader		
948271	Completed	30/06/2025 2:26:02 PM	Classroom teacher		
948332	Completed	3/07/2025 10:23:21 AM	Education Support Office staff		

RespondentsurveyID	What type of school activities/expenses are appropriate for sponsorship?Select all that apply: R2_2	What type of school activities/expenses are appropriate for sponsorship?Select all that apply: R2_3	What type of school activities/expenses are appropriate for sponsorship?Select all that apply: R2_4
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RespondentsurveyID	What type of school activities/expenses are appropriate for sponsorship?Select all that apply: R2_5	What type of school activities/expenses are appropriate for sponsorship?Select all that apply: R2_6	What type of school activities/expenses are appropriate for sponsorship?Select all that apply: R2_7
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RespondentsurveyID    What type of school activities/expenses are appropriate for sponsorship?Select all that apply: R2\_7\_1    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.

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RespondentsurveyID	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_1	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_2	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_3
920645		Gambling	na
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936382		Gambling	na
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936400		Gambling	Local clubs
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RespondentsurveyID	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_4	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_5	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
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RespondentsurveyID	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
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RespondentsurveyID    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\_1    What criteria needs to be considered for making decisions on sponsorship?Select all that apply: R5\_1

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RespondentsurveyID	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: R5_2	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: R5_3	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: R5_4
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RespondentsurveyID	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: R5_5	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: R5_6
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RespondentsurveyID	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: R5_7	What criteria needs to be considered for making decisions on sponsorship?Select all that apply: R5_7_1	Should decision-making occur locally or centrally for sponsorship requests?: R6
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RespondentsurveyID	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
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RespondentsurveyID 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

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RespondentsurveyID

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? apply: R7\_5

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RespondentsurveyID

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? apply: R7\_6

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RespondentsurveyID	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_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 or stud
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RespondentsurveyID	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 s2	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 s3	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 s4
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RespondentsurveyID Are there any other improvements you would like to see made to the policy?: R9\_1\_M

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<b>ACT Education Corporate Sponsorship Policy - Message Board</b>				
Title/Question:	What criteria needs to be considered when considering a sponsorship arrangement?			
Tool Type:	Visioner			
Activity ID:	1988			
Report Date Range:	27 May 2025 - 6 Jul 2025			
Date Exported:	7 Jul 2025 12:04 pm			
Exported By:	LizzyGreen			
<b>Contribution ID</b>	<b>Date Submitted</b>	<b>Response</b>	<b>Category</b>	<b>Up Votes</b>
113092	Jul 06, 2025, 10:10 PM			
112882	Jul 04, 2025, 01:33 PM			
112769	Jun 20, 2025, 05:56 PM			
112731	Jun 18, 2025, 01:25 AM			
112687	Jun 13, 2025, 11:55 AM			
112432	May 28, 2025, 10:22 PM			
112431	May 28, 2025, 09:38 PM			
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.		2
112386	May 27, 2025, 12:17 PM	I would like to see consideration around prohibiting both gambling and entities that promote gambling.		2

# Corporate Sponsorship Policy Stakeholder Meeting – Strategic Finance (Group 1)

## Minutes

<b>Date</b>	16 July 2025
<b>Time</b>	15:30 – 16:00
<b>Venue</b>	MS Teams
<b>Attendees</b>	<ul style="list-style-type: none"><li>• Peter Podnar, Senior Director, Business Improvement and Support Team</li><li>• Camille Sides, Director, Schools Compliance and Training</li><li>• Sasha Pighin, Assistant Director, Strategic Procurement</li><li>• Tracey Burgess, Senior Procurement Officer, Strategic Procurement</li><li>• Genevra Donne, Senior Director, Governance, Policy and Procedure</li><li>• James Gutteridge, Assistant Director, Governance, Policy and Procedure</li></ul>

### Introduction

Genevra provided a brief introduction of the policy, policy review objectives, consultation process and areas of focus for improvement.

### **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.









**phrase gambling harm** - 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.

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.



**From:** [Donne, Geneva](#)  
**To:** [Laurent, Kristen](#)  
**Subject:** CS Policy Update  
**Date:** Tuesday, 5 August 2025 8:48:00 AM  
**Attachments:** [image001.jpg](#)  
[Listening Report-Corporate Sponsorship Policy.docx](#)  
[Listening Report-Corporate Sponsorship Policy.tr5](#)  
[Development.tr5](#)

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Hi Kristen

[Redacted]

[Redacted]

[Redacted]

Kind regards

**Geneva Donne | Senior Director, Governance Policy and Procedure**

*Pronouns: She/her*

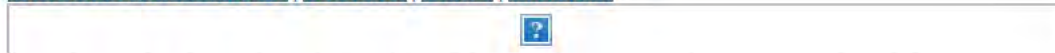
[You can call me directly on MS Teams](#)

Phone: 02 6205 4277 | Email: [genevra.donne@act.gov.au](mailto:genevra.donne@act.gov.au)

Governance | Education Directorate | ACT Government

GPO Box 158 Canberra ACT 2601

[www.education.act.gov.au](http://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.



# Corporate sponsorship

## REPORT ON WHAT WE HEARD

The Education Directorate is updating the Corporate Sponsorship Policy that applies to ACT public schools and the education support office to promote greater consistency and strengthen values-aligned decisions on sponsorship

The ACT is strongly invested in protecting students and their right to equitable education. 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.

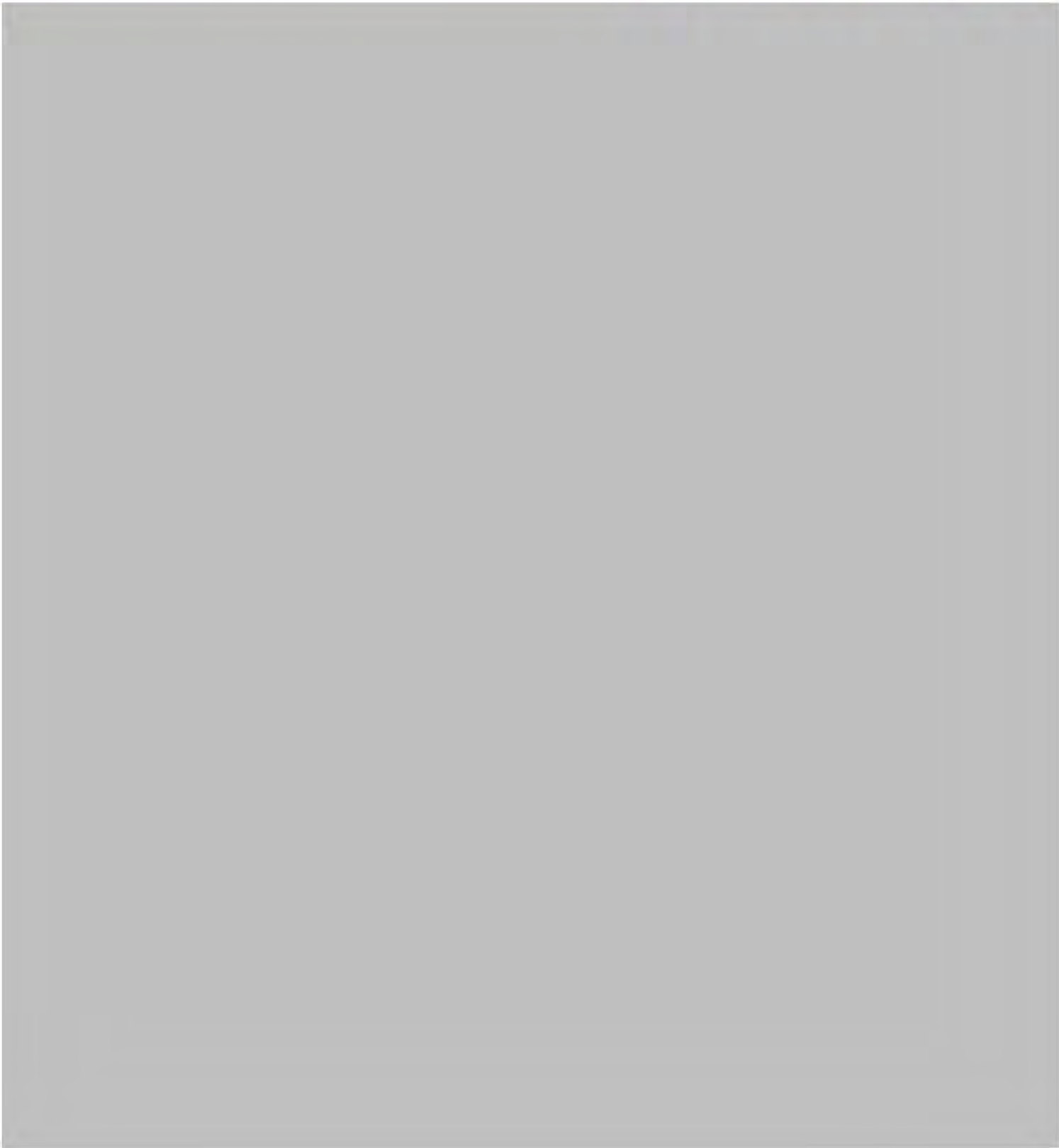
On 4 March 2025, the ACT Legislative Assembly passed a motion calling on the Government to update the Education Directorate Corporate Sponsoring Policy (Policy), by the beginning of the 2026 school year, to prevent fossil fuel and gambling companies from public school sponsorships.

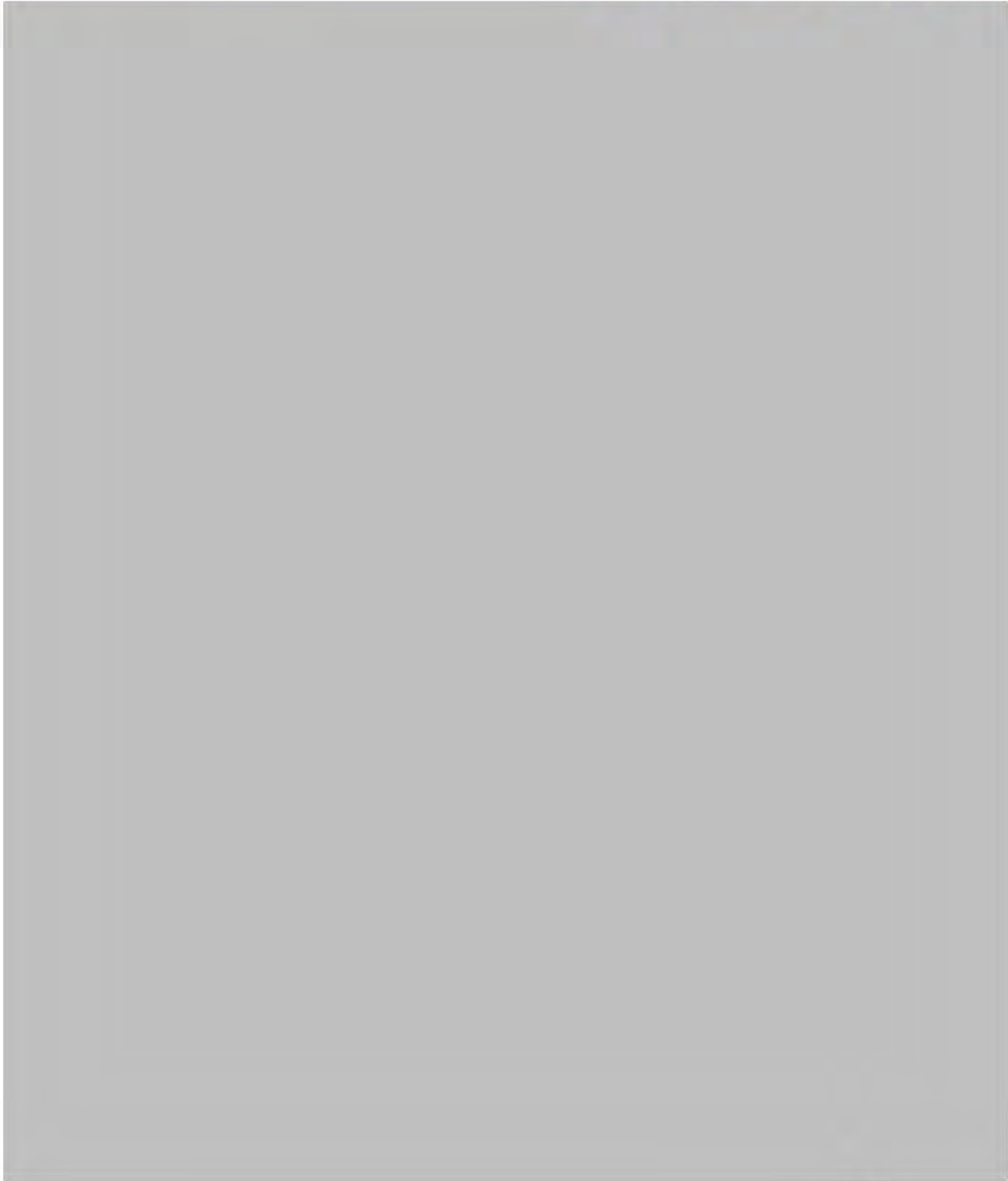


### Key insights from the community

#### Prohibited sponsor categories

6. [REDACTED]
7. [REDACTED] there was a strong response to prohibit gambling company sponsorships; however, most respondents excluded local clubs from the prohibited category due to their strong links with the community.
8. Respondents strongly supported retaining the prohibited categories under the current policy but were neutral on whether businesses with links to prohibited categories should be prohibited. Prohibited categories remained focused on primary business rather than businesses with dealings in prohibited categories. For example, local clubs were commonly viewed as acceptable sponsors whereas online betting companies were not.
9. Many submissions encouraged an 'age appropriate' approach that prohibits sponsorship from businesses that provide activities/items that are illegal to students (e.g., alcohol, tobacco/vapes, adult industry, weapons, and gambling).





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<b>To:</b>	Executive Group Manager, People, Governance and Communications	Tracking No.: SUB25/27972
<b>Date:</b>	14/08/2025	
<b>From:</b>	Executive Branch Manager Governance	
<b>Subject:</b>	Review of the ACT Education Corporate Sponsorship Policy – Listening Report, Revised Timeline and Ownership	
<b>Critical Date:</b>	<b>22/08/2025</b>	
<b>Critical Reason:</b>	To facilitate publication of the Listening Report in August 2025	

**Recommendations**

That you:

1. Agree that the Listening Report on the Directorate's Corporate Sponsorship Policy be published

**Agreed / Not Agreed / Please Discuss**

2. Agree to the revised timeframes set out in the Corporate Sponsorship Project Light Plan

**Agreed / Not Agreed / Please Discuss**

3. Agree to the proposed transfer of ownership of the Corporate Sponsorship Policy to Strategic Finance and Procurement.

**Agreed / Not Agreed / Please Discuss**

.....David Matthews..... 01/09/2025

Executive Feedback

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**Background**

1. The Corporate Sponsorship Policy was last reviewed in 2016, and a commitment was made in the ACT Legislative Assembly that an updated Policy will be in place from term 1, 2026.
2. The updated policy will provide increased clarity and guidance around corporate sponsorship arrangements and promote greater consistency and strengthen values-aligned decision making by schools and across the Education Directorate.

**Issues**

**Listening Report**

3. The consultation period for the Corporate Sponsorship Policy concluded on 6 July 2025. The Directorate is now required to publish the Corporate Sponsorship Policy Listening Report (Attachment A), outlining key insights from the community on sponsorship activities in schools.
4. The Directorate received a large number of submissions, message board posts and survey responses via the YourSay Conversations platform supporting the prohibition of gambling and fossil fuel businesses from sponsoring public schools.
5. Valuable feedback was also collected through a staff survey and in-person consultations held directly with education stakeholders.
6. Respondents supported keeping the current prohibited categories but were neutral about banning businesses with indirect links to those categories. The focus remained on the primary business activity, with local clubs generally seen as acceptable sponsors, unlike online betting companies.

7. [Redacted]

8. [Redacted]

**Policy Endorsement**

9. [Redacted]

10. [Redacted]

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**Financial Implications**

20. Nil.

**Consultation**

Internal

21. [Redacted]

Cross Directorate

22. Nil.

External

23. Nil.

**Work Health and Safety**

24. Nil.

**Benefits/Sensitivities**

25. Nil.

**Communications, media and engagement implications**

26. [Redacted]

Signatory Name: Kristen Laurent, Executive Branch Manager, Governance Phone: 6205 6749

Action Officer: Mark Milner, Senior Director Governance, Policy and Procedure Phone: 6205 4686

**Attachments**

Attachment	TRIM No	Title
Attachment A	REC25/376131	Corporate Sponsorship Policy Listening Report
Attachment B	REC25/385514	Corporate Sponsorship Project Light Plan
Attachment C	REC25/385428	School Management Manual Fact Sheet Part 6.20 Sponsorship



Consultation Summary					
Stakeholder	Date feedback sought	Date feedback received	Feedback	Changes made? Y/N/NA	Reason for change or not changing
Finance (Group 2)					<ul style="list-style-type: none"> <li>○ include expanded guidance on ACT Government procurement requirements</li> <li>○ include Sponsorship Assessment Form and Sponsorship Application form</li> </ul>
Policies and Programs	26/5/2025	09/07/2025			Y

Consultation Summary					
Stakeholder	Date feedback sought	Date feedback received	Feedback	Changes made? Y/N/NA	Reason for change or not changing
<b>External Stakeholders</b>					
	26/5/2025	25/06/2025	<p><b>Summary:</b></p> <ul style="list-style-type: none"> <li><b>Community Organisations &amp; Local Clubs:</b> Suggest clearer distinction between corporate and community sponsorships (e.g. Rotary, local clubs). Recommend flexibility for low-risk, community-focused support.</li> </ul>	Y	<ul style="list-style-type: none"> <li>Flexibility for low-risk, community-focused support has been included in the draft policy and procedures, including provisions for schools to make case-by-case assessments of sponsoring organisations.</li> </ul>

Consultation Summary					
Stakeholder	Date feedback sought	Date feedback received	Feedback	Changes made? Y/N/NA	Reason for change or not changing
[Redacted]	26/5/2025	29/05/2025	Summary [Redacted]	Y	<ul style="list-style-type: none"> <li>[Redacted]</li> </ul>
[Redacted]	26/5/2025	06/07/2025	<p><b>Summary:</b></p> <ul style="list-style-type: none"> <li>[Redacted]</li> <li>Suggests adding gambling providers to excluded list, with exceptions for community clubs.</li> <li>[Redacted]</li> <li>[Redacted]</li> <li>[Redacted]</li> <li>[Redacted]</li> </ul>	Y	<ul style="list-style-type: none"> <li>Gambling providers have been added to excluded list, with exceptions for community clubs</li> <li>[Redacted]</li> <li>[Redacted]</li> <li>[Redacted]</li> <li>[Redacted]</li> </ul>

Consultation Summary

Stakeholder	Date feedback sought	Date feedback received	Feedback	Changes made? Y/N/NA	Reason for change or not changing
[Redacted]	26/5/2025	30/06/2025	<p>Summary:</p> <p>[Redacted]</p> <ul style="list-style-type: none"> <li>• Supports case-by-case assessment of sponsors with indirect links to prohibited categories.</li> <li>• Recommends adding fast food, political parties, religious organisations, gambling, and social media to prohibited list.</li> </ul>	Y	<p>[Redacted]</p> <ul style="list-style-type: none"> <li>• Draft policy and procedures reinforce case-by-case assessment of sponsors with indirect links to prohibited categories.</li> <li>• Draft policy now includes religious organisations, gambling, and age-inappropriate business activities on the prohibited list.</li> </ul> <p>[Redacted]</p>

Consultation Summary

Stakeholder	Date feedback sought	Date feedback received	Feedback	Changes made? Y/N/NA	Reason for change or not changing
[Redacted]	26/5/2025	06/07/2025	Summary: • Recommended banning gambling-related sponsorships due to their harmful impacts on individuals and communities.	Y	• Prohibition of gambling sponsors included in draft policy.

Consultation Summary

Stakeholder	Date feedback sought	Date feedback received	Feedback	Changes made? Y/N/NA	Reason for change or not changing
			<ul style="list-style-type: none"> <li>• Gambling harm includes financial, psychological, relational, and educational consequences, especially for young people.</li> <li>• Sponsorship is a form of advertising that can normalise gambling and build brand loyalty among youth.</li> <li>• Community concern is growing, with strong support for restrictions on gambling advertising.</li> <li>• ACT data shows significant local harm from gambling, reinforcing the need to protect students and families.</li> <li>• Urged the Education Directorate to align sponsorship policy with its wellbeing and harm prevention goals.</li> </ul>		





## Caveat Brief

**To:** Minister for Education and Early Childhood

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**CC:** Deputy Director-General

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**From:** Executive Branch Manager, Governance

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**Subject:** Publication of Corporate Sponsorship Listening Report

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**Cleared By:** Executive Group Manager People, Governance and Communications

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1. On 4 March 2025, the ACT Legislative Assembly passed a motion urging the ACT Government to revise the Education Directorate's Corporate Sponsorship Policy by the start of the 2026 school year, to prohibit sponsorships from fossil fuel and gambling companies in public schools.
2. The policy was last reviewed in 2016, and the updated policy will provide clearer guidance on corporate sponsorship and promote more consistent, values-aligned decision-making across schools and the Directorate.
3. The consultation period for the Corporate Sponsorship Policy concluded on 6 July 2025. The Directorate is required to publish the Corporate Sponsorship Policy Listening Report by the end of August 2025. The report outlines key insights from the community on sponsorship activities in schools. The report is included for your information at [Attachment A](#).
4. The Directorate received a large number of responses via the YourSay Conversations platform.
5. There was strong community support for banning fossil fuel and gambling companies from sponsoring ACT public schools, with some allowance for community-based clubs and supermarkets. Respondents supported the retention of existing prohibited categories.

Yvette Berry ML

... .. / .....

OFFICIAL



Education Directorate

# Ministerial Brief

<b>To:</b>	Minister for Education and Early Childhood	<b>Tracking No.:</b> ECF25/39
<b>Date:</b>	06/10/2025	
<b>CC:</b>	Executive Group Manager, Finance and Infrastructure Group	
<b>From:</b>	Executive Group Manager, People, Governance and Communications	
<b>Subject:</b>	Cabinet business paper – 25/594 Government response – Assembly Resolution of 4 March 2025 – Fossil fuel and gambling industries sponsorship in schools – Prevention and transition from	
<b>Critical Date:</b>	16/10/2025	
<b>Critical Reason:</b>	To lodge with Cabinet Office in accordance with WhoG timeframes	

- DG .../.../...
- EBM 08/10/2025

## Recommendations

That you:

1. **Note** the actions taken to address the Assembly's resolution of 4 March 2025;

**Note/ Please Discuss**

2. **Agree** to lodge the Cabinet business paper for final circulation and tabling by the end of October 2025;

**Agreed / Not Agreed / Please Discuss**

3. **Agree** to sign the Cabinet business paper at Attachment 1;

**Agreed / Not Agreed / Please Discuss**

4. **Note** a Ministerial Statement is provided in the Cabinet business paper at Attachment B to Attachment 1.

**Please Discuss**

Yvette Berry MLA

... .. / .....

Minister's Feedback

## Background

1. The Education Directorate is progressing action on overdue policies for which review was postponed during the pandemic response. The Directorate's policy on corporate sponsorship in schools was identified and a comprehensive policy review was scheduled in 2025.
2. Representations from special interest groups have called for action to mitigate climate change in ACT public schools through limitations to sponsorship and other arrangements. As an example, you met with Canberra Parents for Climate to discuss ACT school sponsorship on 11 April 2025. (FOL25/2332)
3. On 4 March 2025, the Assembly passed a resolution that called on the Government to:
  - a. by the beginning of the 2026 school year, update Education Directorate policy to prevent fossil fuel or gambling companies from public school sponsorships;
  - b. assist schools currently receiving money or sponsorship from any fossil fuel or gambling companies to transitions 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. articulate all assistance provided to schools which have transitioned away from fossil fuel or gambling company funding.

## Issues

4. During private members' business on 4 March 2025, you informed the Assembly that the Directorate had committed to a policy review and that it would include engagement with stakeholders and the community, schools and students, for their views on the future policy design. You advised that you would be carefully considering review outcomes prior to making decisions [concerning sponsorship] going forward. [Daily Hansard, 4 March 2025](#) (p339)
5. Comprehensive consultation and engagement was carried out under the policy review, in accordance with the plans provided to you (FILE2025/27703 and FILE2025/24382), and a [listening report](#) was published online following public consultation. (REC25/400258)
6. Consultation indicated strong support for retaining the policy's prohibited sponsor categories – as well as prohibiting companies with primary business in fossil fuels and gambling. In response to consultation outcomes, fossil fuels, gambling and religious groups were added to the list of prohibited sponsors in the updated policy.
7. Overall, support for prohibiting certain industries was recognised by excluding organisations that conducted their primary business in these industries. There was

clear intent by many respondents that other businesses with links to these industries which are not expected to cause harm should not be excluded. For instance, there was strong support to permit local clubs and supermarkets to be sponsors despite their business connections to prohibited categories; however, there was a preference for small, local business sponsors.

8. The updated policy:
  - a. remains in line with the values of the ACT public education system and promotes greater consistency and streamlined values-driven decisions;
  - b. offers increased guidance to school leaders on attracting and assessing sponsorship and escalation points for advice and decisions;
  - c. provides for flexibility and assessment on a case-by-case basis where a potential sponsor has links to a prohibited sponsor category to ensure the benefits outweigh the risks and students are protected from harm; and
  - d. has addressed the resolution and stakeholder feedback and will be published at the end of this school year for implementation at the start of the 2026 school year.
9. A review of biannual financial reports has confirmed that no alternative funding or transitional support is required for current sponsorship arrangements. This has been confirmed by Strategic Finance.
10. A response to 3b and 3 c (ii) of the resolution are not applicable.

### **Financial Implications**

11. Nil

### **Consultation**

Internal



Cross Directorate



External



## Work Health and Safety

## Benefits/Sensitivities

## Communications, media and engagement implications

Signatory Name: David Matthews

Phone:

Action Officer: Genevra Donne

Phone: 54277

## Attachments

Attachment	Title
Attachment 1	Cabinet business paper
Attachment A	Letter from the Speaker – Fossil fuel and gambling industries sponsorship in schools – Prevention and transition from
Attachment B	Ministerial Statement
Attachment C	Open Access: Cabinet decision and wellbeing impact summary
Attachment D	Wellbeing Impact Assessment
Attachment E	Table of comments

This record is not released in accordance with sections 43(1)(d)  
and 45(a) of the *Freedom of Information Act 2016*

**From:** [Laurent, Kristen](#)  
**To:** [Donne, Genevra](#); [Van Aalst, Sally](#); [Green, Lizzy](#)  
**Subject:** RE: Introduction to ACT Education Directorate contact re: school sponsorship policy updates  
**Date:** Monday, 1 December 2025 3:40:26 PM  
**Attachments:** [image001.jpg](#)

---

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Thanks Gen.  
Kristen

---

**From:** Donne, Genevra <Genevra.Donne@act.gov.au>  
**Sent:** Monday, 1 December 2025 3:32 PM  
**To:** Laurent, Kristen <Kristen.Laurent@act.gov.au>; Van Aalst, Sally <Sally.VanAalst@act.gov.au>; Green, Lizzy <Lizzy.Green@act.gov.au>  
**Subject:** FW: Introduction to ACT Education Directorate contact re: school sponsorship policy updates

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Kind regards

**Genevra Donne | Senior Director, Governance Policy and Procedure**

*Pronouns: She/her*

[You can call me directly on MS Teams](#)

Phone: 02 6205 4277 | Email: [genevra.donne@act.gov.au](mailto:genevra.donne@act.gov.au)

**Governance | Education Directorate | ACT Government**

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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:** [Redacted]  
**Sent:** Monday, 1 December 2025 3:21 PM  
**To:** [Redacted] [@education.vic.gov.au](mailto:[Redacted]@education.vic.gov.au); [Redacted]

<[REDACTED]@education.vic.gov.au>; Donne, Genevra <[Genevra.Donne@act.gov.au](mailto:Genevra.Donne@act.gov.au)>  
Cc: [REDACTED]@education.vic.gov.au>; Jaques, Ali  
<[Ali.Jaques@parliament.act.gov.au](mailto:Ali.Jaques@parliament.act.gov.au)>  
**Subject:** Introduction to ACT Education Directorate contact re: school sponsorship policy updates

**Caution:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi [REDACTED]

As flagged in my earlier email, I would like to introduce you to a counterpart in the ACT Education Directorate who may be a useful contact as Victoria continues to consider sponsorship and partnership settings in public schools.

**Genevra Donne**

Senior Director, Governance Policy and Procedure  
ACT Education Directorate  
[Genevra.Donne@act.gov.au](mailto:Genevra.Donne@act.gov.au)

Genevra was kindly introduced to us by [REDACTED] and we're grateful for the connection — thank you again for facilitating that.

Genevra has kindly advised that:

*A new ACT Education Corporate Sponsorship Policy is being introduced in 2026, following an extensive public consultation process. Information on that process (including a consultation summary, the listening report) is available at the following link: [ACT Education Corporate Sponsorship Policy | YourSay ACT](#)*

*On 4 March of this year, the ACT Legislative Assembly passed a resolution calling on the Government to update the Education Directorate's policy on sponsorship to prevent fossil fuel or gambling companies from public school sponsorships by the start of the 2026 school year. The motion raised during Private Members' Business is available [here](#) and the Government response [here](#). This may provide some background understanding of views raised.*

We won't step into the middle of your conversation, but we hope this connection is helpful as both jurisdictions continue progressing their work in this area.

Kindly,

