

ADVERTISING ON SCHOOL PERIMETERS

EXAMPLE SCENARIOS: For use by Schools

Scenario 1 – Advertiser not aligned to the department values

A principal is approached by an organisation that is not aligned to the Department of Education's values. The representative offers a payment value higher than the market price because the school entrance fence is located on major road with high exposure.

In this scenario, the principal should refuse the advertisement because schools are not allowed to advertise products or services that are not aligned to the Department of Education's values. Examples include but are not limited to gambling, alcohol and fast food organisations.

Scenario 2 – Signage does not comply with the department requirements

A principal has begun to draft an agreement with an appropriate organisation to display an advertisement on a school perimeter. The organisation has sent the principal a draft signage design that does not comply with the department's requirements. The signage is too large and the advertiser's logo is larger than the logo on the school sign. The advertiser's signage also does not include the wording 'Paid Advertisement'.

The department's requirements are that signage must:

- a) Not be larger than the school sign (with maximum dimensions of A0 being 841mm x 1188mm)
- b) Not contain images or logos larger than the school logo or school name on the school sign (school signage and logo should remain the most prominent on display)
- c) Contain the line 'Paid Advertisement' in legible, size 36 font or larger

In this scenario, the principal must reject the draft signage and ask the organisation for another advertising design that complies with the Department's guidelines.

Scenario 3 – Compliant signage and process

A principal is approached by an organisation that complies with the Department of Education's values. The principal goes through the 'Advertising on School Perimeters Checklist' to ensure that they have understood and covered all points before entering an agreement. The principal sends the agreement template to the organisation for information. The organisation presents the principal with draft signage that is compliant with the department's requirements. Both parties negotiate an acceptable price and length of contract for the advertisement.

The organisation should read the agreement template and ensure that they are compliant with all Department requirements for signage – listed under 'Advertiser Obligations'. They should ensure they have obtained any necessary authorities / permissions before proceeding with the agreement. Once principals have considered everything on the checklist and ensured that they are compliant with the 'Department Obligations' section of the agreement template, the principal may sign the contract. The organisation is responsible for erecting, maintaining and removing the signage.