

Advertising checklist for schools and Parents and Citizens' Associations

Introduction

This three-step checklist is designed to assist schools assess the appropriateness of incoming and outgoing advertising proposals, determine the level of authorisation required for acceptable proposals and highlight ongoing responsibilities in relation to approved proposals. The checklist is not a replacement or summary of the [Advertising](#) procedure which should also be referred to in full.

Step 1 – Suitability

Please circle 'yes' or 'no' to the following questions to assess appropriateness of the advertising proposal.

1. Is the advertisement from an organisation compatible with ethos of the department? Note: Arrangements or advertisements from radical or religious organisations, or organisations that are discriminatory, obscene, degrading, sexual, violent or incite students or others to commit illegal acts are not acceptable.	Yes	No
2. Has the school ensured that the advertisement does not include receiving goods, incentives or commissions for sales of loans, mortgages, insurance, real estate or other high risk products?	Yes	No
3. Has the school ensured that the privacy of students, their parents/guardians and staff is not compromised by the initiative? Note: The school/department has significant legal obligations in relation to privacy in the Education (General Provisions) Act 2006 (Qld) and Information Privacy Act 2009 (Qld) .	Yes	No
4. Have you ensured that the initiative / advertisement: • does not involve the school or department 'endorsing' products or services? Note: Legal obligations and potential liability may be attached to promoters, advertisers and suppliers of products. Schools must avoid attracting such obligations and liability. • does not include the use of the school name or letterhead to promote an external product or service? • involves no commercial advertisements on school intranet or Internet lesson pages? • is not with political parties or organisations? • does not involve agreements with a commercial business where students use their school identification cards to access services provided by that company?	Yes	No
5. Does the advertisement promote the goods or services of organisations that are in direct competition to suppliers the school has contracts with?	Yes	No
6. Is potential advertiser involved in acceptable activities? Note: Involvement in the sex or gaming industries and production of products that may be harmful to health of students, such as tobacco or alcohol is not acceptable.	Yes	No
7. If the advertisement involves foods and/or drinks, do these products meet requirements of Smart Choices - Healthy food and drink supply strategy for Queensland schools ?	Yes	No

8. Was a competitive process employed, where required? Note: It is good practice to promote advertising opportunities to all relevant organisations and businesses.	Yes	No
9. Will any revenue from the advertisement be used to enhance educational programs and not displace funding for core services?	Yes	No
10. Do all advertisements featuring politicians align with this procedure's political advertising in schools protocol? These advertisements must not contain political messages, campaign slogans or political party logos and must have the correct authorisation displayed and be clearly labelled as an advertisement. (See political advertising in schools protocol).	Yes	No
11. Will the school remove all advertisements featuring elected members without authorisation during election periods?	Yes	No
12. Has the cost to implement advertising and staff workflow been considered?	Yes	No
13. Has the school principal approved the advertisement?	Yes	No
14. Have all policy and legislative requirements been considered? For example: <ul style="list-style-type: none"> • Initiative does not involve secret commissions. • Initiative is compliant with financial expenditure delegations. • Initiative is in accordance with the provision of Code of Conduct. • Initiative does not involve breach of copyright. 	Yes	No

If you circled 'yes' to all questions in Step 1, it is **likely** that the proposal is acceptable. If so, please proceed to Step 2.

If you circled 'no' to any of the questions in Step 1, then it is **unlikely** that the advertising proposal is acceptable, and further negotiations will be required to bring it into line with the policy.

Step 2 – Approval

To assess whether the advertisement can be progressed at school level, please tick 'yes' or 'no' to the following statements.

Does the advertisement have potential to be controversial?	Yes	No
Is the advertisement high risk (in terms of activities involved)?	Yes	No

If you circled 'yes' to any of the above statements, the advertising proposal needs to be referred to the Executive Director, Strategic Communication and Engagement for endorsement and approval by relevant officer.

If you circled 'no' to all of the above statements, it is likely that the proposal can be progressed.

Step 3 – Booking the advertisement

Principals should ensure all advertisements are placed in the approved template, provided by MediaCom.

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