

Advertising checklist for schools

These checklists are designed to assess the appropriateness of incoming and outgoing advertising. The checklists are not a replacement or summary of the [Advertising procedure](#) which should also be referred to in full.

Incoming advertising

Schools may be approached by businesses, suppliers, organisations and politicians seeking to advertise in school newsletters, on school signage and through other school channels.

Suitability

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

Is the advertisement from an organisation compatible with ethos of the school and the department?	Yes	No
Note: Arrangements or advertisements from radical or religious organisations, or from organisations that are discriminatory, obscene, degrading, sexual, violent or incite students or others to commit illegal acts are not acceptable.		
Has the school ensured that the advertisement does not include information or offers relating to receiving goods, incentives or commissions in return for sales of loans, mortgages, insurance, real estate or other high-risk products?	Yes	No
Has the school ensured that the privacy of students, their parents/guardians and staff is not compromised by the advertising?	Yes	No
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).		
Has the school ensured that the advertisement:	Yes	No
<ul style="list-style-type: none"> does not involve the school or department 'endorsing' products or services? does not include the use of the school name or letterhead to promote an external product or service involves no advertising on school intranet or internet pages does not promote a business associated with an employee does not involve agreements with a commercial business where students use their school identification cards to access services provided by that company? 		
Endorsement involves any activities that could create a public perception that a school, departmental unit or staff member is promoting or recommending an external organisation.		
Schools that accept advertising in newsletters or other communication channels, must ensure that all advertising arrangements are transparent, open to all acceptable organisations and do not suggest or imply endorsement of third parties.		
For example, endorsement includes:		

<ul style="list-style-type: none"> - schools sending a letter to parents recommending or promoting a company's products or services - advertising or promoting businesses or offers that involve the school receiving goods, incentives or commissions for sales of goods, loans, mortgages, insurance, real estate or other high-risk products - providing testimonials for products or services. <p>Contact Strategic Communication and Engagement (SCE) for further advice</p> <p>Note: Legal obligations and potential liability may be attached to promoters, advertisers and suppliers of products. Schools must avoid attracting such obligations and liability.</p>		
Has the school ensured the advertisement does not promote goods or services of organisations that are in direct competition to suppliers with which the school has contracts?	Yes	No
Has the school ensured that the potential advertiser is not involved in unacceptable activities? For example, involvement in the sex, gaming or weapons industries and production of products that may be harmful to health of students, such as tobacco or alcohol.	Yes	No
If the advertisement involves foods or drinks, do these products meet the requirements of Smart Choices - Healthy food and drink supply strategy for Queensland schools ?	Yes	No
If accepting advertising in school newsletters or on school signage, is the opportunity to advertise available to all relevant organisations and businesses?	Yes	No
Note: It is good practice to promote advertising opportunities.		
Will any revenue from the advertisement be used to enhance educational programs and not displace funding for core services?	Yes	No
Note: Core funding is provided by the department or government for day-to-day operation of schools and delivery of budgeted services. Advertising revenue received should be used to value-add to this existing funding, but not replace it.		
Do all advertisements featuring politicians align with the political advertising in schools protocol?	Yes	No
Note: 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).		
Will the school remove all advertisements featuring elected members without authorisation during election periods?	Yes	No
Are the costs associated with accepting and managing the advertisement worthwhile? For example, staff time versus the revenue generated?	Yes	No

If you circled 'yes' to all these questions, it is likely that the proposal is acceptable. If so, please proceed to the approval stage.

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

Approval

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

Uncontrolled copy. Refer to the Department of Education Policy and Procedure Register at

<https://ppr.qed.qld.gov.au/pp/advertising-procedure> to ensure you have the most current version of this document.

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 is unacceptable. If in doubt, incoming requests for advertising can be referred to [Strategic Communication and Engagement](#).

If you circled 'no' to all of the above statements the proposal can be progressed to the school principal for approval.

Outgoing advertising

Schools may identify a need to advertise in order to fulfil or promote an immediate or short-term need such as:

- recruitment opportunities
- school activities and events
- enrolment information
- general announcements.

Suitability

When preparing advertising, consider the following:

Does the advertising represent value for money? For example, has the option of using an alternative such as school social media channels or newsletter been investigated and deemed not suitable? Contact Strategic Communication and Engagement for further advice.	Yes	No
Is the publication or advertising platform reputable and in keeping with the ethos of the school and public education?	Yes	No
If the advertising features images or video of students, staff or parents, has consent been obtained? Refer to the Obtaining and managing student and individual consent procedure .	Yes	No
Has the advertisement been checked and proof read?	Yes	No

Approval

If you circled 'yes' to the above questions the advertisement can be progressed to the school principal for approval.