

Fin HO6: School generated funds – response guide

Scenario	Considerations / response
<p>Scenario 1:</p> <p>One of the parents at the school is a real estate agent and has written to the Business Manager seeking to advertise her business in the school newsletter. The letter has been tabled as part of Incoming Correspondence at the council meeting for discussion and a decision.</p>	<p>Response:</p> <p>Key issues:</p> <ul style="list-style-type: none"> • Under the Education and Training Reform Act 2006 (Vic) (the Act), school councils have the power to enter into agreements for paid and unpaid advertising in their publications – for example, websites, newsletters, social media and student planners/diaries. • Council’s governance role – in ensuring funds coming into the school are used for proper purposes relating to the school, in determining how the school raises income (beyond the funding provided by the government) <p>Possible response:</p> <ul style="list-style-type: none"> • Refer School Council to PAL for advice on appropriate content for third party advertising. • Council Needs to consider whether allowing placement of an advertisement for the Real Estate business could be perceived as a tacit endorsement of that business. • If unsure comment council should seek advice from the relevant SEIL.

Scenario 2:

There is a very active fundraising group at the school who have raised more than \$30,000 following a successful school fete. Many of the parents on the fundraising group are sports minded, and they have decided that the money is to go to updating the football oval and providing an athletics track. The school leadership team would instead like the money to go towards upgrading classroom numeracy resources. The school strategic plan has improving numeracy as one of its goals.

Response:

Key issues:

Council's governance role – in ensuring funds coming into the school are used for proper purposes relating to the school, in determining how the school raises income (beyond the funding provided by the government) and in ensuring the school uses its resources to support the school strategic plan.

Possible response:

Principal and school council president meet with a representative of the fundraising group and acknowledge and thank them for the work they have done and the tangible benefits that has bought to the students.

Explain that the school's strategic plan sets the priorities for the budget and that the school is focusing on lifting numeracy rates for students. Explain that the money they have raised could significantly assist in upgrading classroom resources that will benefit every student in the school.

You might also wish to explain that items that require ongoing maintenance would need to have that factored into future school budgets – in this case, the ongoing maintenance of the athletic track and oval and these on-costs have not been allocated in the current budget.

Provide the fundraising group with a wish list of numeracy resources that they could choose from.

Suggest that in future the school leadership team provide the fundraising group with their wish list at the start of the year and the parents can then choose those items they wish to raise funds for.

Scenario 3:

There is some disquiet at council about the low level of voluntary contributions to the School Building Funds paid by families as part of the parent payments process. Council have requested a spreadsheet showing which families have not contributed to the School Building fund and are suggesting a personalised email be sent to each of those families.

Response:**Key issues:**

- DoE requirements, privacy considerations, Council understanding of and relationship with the school community.

Possible response:

- The [Department's Parent Payment Policy](#) explicitly states that schools seeking voluntary contributions from families must adhere to a set of clearly described principles of voluntary financial contributions. This includes the principle that "each contribution is to be voluntary and obtained, without coercion or harassment". This proposal by council demonstrably breaches that principle.