



STANMORE PUBLIC SCHOOL

Stanmore Public School P&C Association February 2017 General Meeting - MINUTES (draft, until adopted at March General Meeting)

When: 21 February 2017, following the AGM
Where: School staff room
Chair: 2017 President, Caroline Snelling

Item	Description
1	President's Report Caroline spoke about her long association with the school, and how it is lovely to be able to give back to what has been such a wonderful school for her family.
2	Vacancies in Executive or Committee positions <ul style="list-style-type: none">• None.
3	Secretary's Report <ul style="list-style-type: none">• Apologies - as reported at the AGM.• Tabling of previous meeting minutes• Resolution:<ul style="list-style-type: none">○ That the minutes of the December 2016 General Meeting be adopted.○ Raised/seconded: Stephen / Vanessa○ Result: Passed.• Review of outstanding Actions Register items<ul style="list-style-type: none">○ Nothing pressing on the register, so deferred until March meeting.
4	Principal's Report Fran addressed a number of topics: <ul style="list-style-type: none">• There have been some issues with the school office's new admin system, that was rolled out by the Department last year, including processes that don't quite fit the needs of primary schools. This is causing difficulty for the office staff, so please bear with us while we work through the issues.• The year started 665 students, 25 classes. The numbers suggested 5 Kindy classes however there were not enough classrooms, without losing spaces such as the music room or the hall. The solution was to have 4 slightly larger Kindy classes, each with 1.5 teachers. All years are now essentially full.• Meet the teacher night. Lovely to speak with many parents, great opportunity to chat informally. There will be a more formal opportunity for discussion at the parent/Teacher interviews in week 11 of term. Most staff will use an online booking system.• The Department has agreed to fund a refurbishment of the Canteen! Hope this can be done in these coming holidays or the one after.• Teachers are working with some new assessment methods - rather than assessments via large and infrequent tests, more specific in-the-minute assessment techniques are being tried to test student's learning of concepts. These

	<p>will be based on very specific success criteria on the specific task, and will include differentiation for different needs of different students.</p>
5	<p>Treasurer's Report Treasurer's Report and Financial statements.</p> <ul style="list-style-type: none"> ● There was no additional financial reporting, beyond what was tabled at the AGM. ● Resolution: <ul style="list-style-type: none"> ○ That: <ul style="list-style-type: none"> ■ the Treasurer, Todd Coleman is Public Officer for dealings with the ATO; ■ the Treasurer, Todd Coleman is Authorised signatory with the ATO; ■ the Treasurer, Todd Coleman is Authorised person on the P&C Paypal account; ■ the P&C Bank account authorised signatories will be changed to: <ul style="list-style-type: none"> ● Caroline Snelling (President) ● Todd Coleman (Treasurer) ● Caitlin Elliott (Secretary) ● Anne Carroll (Vice-President) ■ The Canteen Manager, Pelagia Fasolas, will continue to be authorised to make purchases from the Canteen Purchasing Account via the debit card, according to the rules put in place in 2016. ○ Raised/seconded: Vanessa/Todd ○ Result: Passed
6	<p>Sub-committee Reports</p> <p>a) Canteen</p> <p>Future of the Canteen</p> <ul style="list-style-type: none"> ● The 2016 Treasurer presented projected financial results for the Canteen for 2017 based on current the operating model: a \$26,000 loss. (Although the 2016 result was actually a small profit, the true 2016 results were masked by significant unpaid hours during the first half of the year.) ● The meeting heard that: <ul style="list-style-type: none"> ○ Previous external for-profit operators were not able offer healthy food and generate sufficient profit, and that for this reason the Canteen was taken over first by a parent in 2015 and then by the P&C in 2016. The P&C intent was to run the Canteen as a service to the school community, at break even but not at a large loss. ○ The Canteen is well regarded by students, parents and the school - and well used, with significant revenue. ○ 2016 became very full-on and stressful for staff and volunteers, resulting in volunteer numbers dropping off significantly and lunch delivery times being missed. ○ The 2016 Committee did not function as well as it might have, being focussed too heavily on healthy menu guidelines and too little on operational plans and financial targets. ● The consensus was that there is scope to improve the operational model and the financials, and to deliver the service to the community at break even.

	<ul style="list-style-type: none"> ● A Canteen committee was appointed to formulate a Strategic Plan, and to deliver on it. The following people volunteered to serve on the committee: <ul style="list-style-type: none"> ○ Caroline Snelling ○ Melissa Swanson ○ Tiffany Klopfer-Webber ○ Peggy Fasolas ○ Dora Georgaklis ○ Jody Baker ○ Alison Stokes ○ Alicia Mintzes ○ Kylie Dzarir ○ Heather Prentice ○ Louise Marcroft ○ Anne Carroll ○ Tamzin Stewart <p>b) Fundraising & events</p> <ul style="list-style-type: none"> ● Jackie spoke briefly about the typical events calendar that was followed in previous years, for the benefit of the incoming committee. <p>c) Sponsorships</p> <ul style="list-style-type: none"> ● Discussion of the Sponsorship Policy was deferred to the next meeting, so that the incoming Exec and Sponsorship committee can take the time to absorb it. ● Lara and Andrew spoke about the drivers behind developing the policy: <ul style="list-style-type: none"> ○ Feedback from the community, that we ensure sponsorships are done according to community expectations, and ○ Realisation of the significant potential funds that can be accessed via sponsorships, which needs clear guidelines to make sure we can make the most of the opportunity. <p>d) Other committees</p> <ul style="list-style-type: none"> ● There were no reports tabled from any other committees.
7	<p>New Business</p> <ul style="list-style-type: none"> ● Buddy Benches <ul style="list-style-type: none"> ○ Tamzin proposed the idea of Buddy Benches, somewhere that kids can go if they are finding it hard to find someone to play with, and where other kids know to invite them to play. ○ This was generally thought to be a really lovely idea. ○ Fran agreed to take the idea forward.
8	<ul style="list-style-type: none"> ● Funds for Garden Teacher ● Resolution: <ul style="list-style-type: none"> ○ That the P&C provide \$400 per term for the Garden teacher to hire helpers as required, from the funds earmarked to support the SAKG program. ○ Raised/seconded: Stephen / Rebekah ○ Result: Passed
9	<ul style="list-style-type: none"> ● Harmony Day, 21 March

10	<ul style="list-style-type: none"> ○ Fran shared some plans for Harmony Day, including a visit from the NSW Governor, the performing of a song written by our own Ms Poon and of the National Anthem in the Dharawal language. <p>Date of next meeting</p> <ul style="list-style-type: none"> ● Tuesday 21 March <p>Meeting Closed.</p>
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Cumulative list of resolutions passed in 2017
For details please refer to the minutes of the relevant meeting

FEB	<p>Expenditure</p> <ul style="list-style-type: none"> ● That the P&C provide \$400 per term for the Garden teacher to hire helpers as required, from the funds earmarked to support the SAKG program. <p>Other</p> <ul style="list-style-type: none"> ● That: <ul style="list-style-type: none"> ○ the Treasurer, Todd Coleman is Public Officer for dealings with the ATO; ○ the Treasurer, Todd Coleman is Authorised signatory with the ATO; ○ the Treasurer, Todd Coleman is Authorised person on the P&C Paypal account; ○ the P&C Bank account authorised signatories will be changed to: <ul style="list-style-type: none"> ■ Caroline Snelling (President) ■ Todd Coleman (Treasurer) ■ Caitlin Elliott (Secretary) ■ Anne Carroll (Vice-President) ○ The Canteen Manager will continue to be authorised to make purchases from the Canteen Purchasing Account via the debit card, according to the rules put in place in 2016.
ALL	<p>Each general meeting will also have passed a resolution to ratify the previous minutes. See individual meeting minutes for details.</p>

Stanmore Public School P&C Sponsorship Policy

Purpose

To provide procedures for Stanmore Public School P&C entering into sponsorship arrangements.

Definitions

Sponsorship is the negotiated provision of funds, goods or services in exchange for advertising, publicity or other benefits. Sponsorship may take the form of cash support and/or provision of material good/services or other resources, such as labour or facilities, in exchange for agreed acknowledgement.

A *Sponsorship Agreement* is a written document outlining the negotiated terms for a sponsorship. Agreements may be with a business or organisation and may take the form of an exchange of letters or the sample sponsorship agreement or contract (Attachment A).

Stanmore Public School P&C is an incorporated body under the Federation of Parents & Citizens Associations Incorporation Act 1976. The P&C raises funds to contribute to Stanmore Public School in areas not directly funded by the NSW Department of Education, but where the Principal, in consultation with the P&C, feels there is a need for additional support.

Policy statement

The sponsorship activity must be consistent with the ethos of public education and the values, principles and goals of Stanmore Public School.

All sponsorship monies received by Stanmore Public School P&C must be treated in accordance with the Constitution and By-Laws of the P&C.

No member of the P&C Executive or Sponsorship Committee may personally benefit from any sponsorship arrangement.

Sponsorship arrangements should, in the first instance, be entered into with organisations that:

- Have a presence in Stanmore or the local community
- Seek to market themselves to the parents and carers of SPS students and not directly at the children

Monitoring & reporting responsibilities

Stanmore Public School P&C is required to:

- Maintain accurate records of all sponsorship agreements
- Advise the Stanmore Public School Principal of all sponsorships at the outset of formal negotiations
- Ensure details of sponsorship income and expenditure are provided to the principal of Stanmore Public School to indicate how each sponsorship benefited students

Authority to negotiate and approve sponsorships

A Sponsorship subcommittee or representative elected by the P&C may undertake the negotiation and agreement of sponsorships to up to a value of \$500, or as otherwise delegated by a vote at a general meeting of the P&C. Sponsorship agreements of a greater value require a resolution at a general meeting.

Mandatory procedures

- The negotiation of sponsorship agreements must proceed according to the following

- procedures no matter what the size and scope of the sponsorship arrangement
- Sponsorship must be seen as an opportunity to enhance the education of students
 - Acceptance of a sponsor's product or service must not be made a condition for student participation in the sponsored activity or program
 - Any organisation whose name is associated with the manufacture, distribution or sale of tobacco products, pornography or armaments is not regarded as an appropriate sponsor. This would not necessarily preclude involvement with local clubs, supermarkets and other businesses, provided that their name is not linked to inappropriate products
 - When examining the appropriateness of a sponsor, the following should be considered:
 - The type of products or services the organisation markets
 - The marketing methods employed by the organisation
 - The impact that the organisation's products and processing have to the health of consumers, the community and/or on the environment
 - The public image of the sponsoring organisation as an employer
 - The capacity of the sponsor to pay the proposed sponsorship fee or the promised goods and services
 - Will not give a Sponsor exclusive rights to in relation to school or student activity, or restrict the activity of the Stanmore Public School P&C in anyway.
 - Stanmore Public School P&C Sponsorship committee must review the Sponsor's promotional material before the distribution of such.
 - Communication to the school community about sponsorships will come from Stanmore Public School P&C – not from the school or the Sponsor – and should be presented as such.

Contracts & written agreements

- Each sponsorship agreement shall be made for a specific period and purpose. Sponsorship agreements may be re-negotiated by either party
- Every sponsorship agreement shall contain a clause which allows for the cancellation of an agreement without penalty, where information questioning the appropriateness of an organisation as a sponsor comes to light after an agreement has been signed
- Stanmore Public School P&C should ensure all acknowledgement arrangements are detailed in the agreement to avoid any future dispute over the nature of their obligations

Endorsement

Although sponsorship agreements may provide exposure of the sponsor's corporate logo and name, the written agreement must not endorse or recommend any product or service.

Acknowledgement

The extent of the acknowledgement or exposure should reflect the level of sponsorship. The Sponsorship committee will propose a scale of acknowledgement and value, to be discussed and adopted by the P&C.

Decision making

The Sponsorship committee will propose a set of measures against which sponsorship proposals will be judged. The set of measures is to be discussed and adopted by the P&C.

Sponsorship proposals will be measured against the agreed set of measures.

Any sponsorship over the approval value given to the Sponsorship committee will be voted on at a general meeting of the P&C.

ATTACHMENT A1 (sample agreement for sponsorships)

Sponsorship Agreement

Name and address of Sponsor (if a corporate sponsor, include ABN and address of registered office)

—

Details of sponsorship (insert details of goods/services/money provided by the sponsor)

—

Period of Sponsorship From _____ To _____

Stanmore Public School P&C obligations (insert details of any obligations/acknowledgments, undertakings and activities which must be provided for the Sponsor)

—

Conditions of sponsorship

The Stanmore Public School P&C may at any time cancel this sponsorship agreement with immediate effect:

- the Sponsor is or has been directly involved in the production, manufacture or promotion of any product or service that could damage the physical health or mental wellbeing of the members of the public;
- the Sponsor has made or received any payment or other inducement to or from the Stanmore Public School P&C in connection with entry into this agreement;
- the Sponsor becomes subject to any form of insolvency administration or a receiver, official manager or administrator is appointed over any part of the property of the Sponsor;
- at the sole discretion of the Stanmore Public School P&C, termination is warranted in the public interest.

The Sponsor reserves its right to terminate this agreement, by providing at least two (2) months written notice to Stanmore Public School P&C.

The Sponsor acknowledges that by accepting this sponsorship, Stanmore Public School and Stanmore Public School P&C is not endorsing the Sponsor's products, services or business activities.

Special conditions (insert any special conditions here)

—

Declaration

On behalf of the above named Sponsor, I agree to provide the sponsorship described above and agree to comply with the Conditions of Sponsorship and Special Conditions listed above.

Signature

Date

Name (please print)

Position in Sponsor's organisation

ATTACHMENT A2 (sample contract for sponsorships valued at \$20,000 and over)

THIS AGREEMENT is made from the <date>

BETWEEN

Stanmore Public School P&C of 100 Cambridge St STANMORE NSW 2048, (hereinafter referred to as "SPS P&C")

AND

<**Sponsor**>, of <address>, (hereinafter referred to as "Sponsor")

The SPS P&C agrees with the Sponsor to enter into an agreement for to be a beneficiary of the following activities:

1.

The Sponsor will provide (update with specific details):

- Monetary donations via <insert method> on <insert timeframes>
- Proceeds from planned campaign/event
- Pro bono support of <insert details>

SPS P&C will provide (insert details as per negotiations):

- Recognition of the support as per SPS P&Cs recognition policy

THE BENEFITS OR OUTCOMES TO THE SPS P&C AS A RESULT OF THE SPONSOR WILL BE AS FOLLOWS:

1. Term of agreement

This Agreement will commence on the Commencement Date and will continue in effect until <insert date> or until otherwise terminated under this Agreement which ever is the earlier.

2. Option term

The SPS P&C reserves the right to offer the Sponsor an option to renew the Sponsor agreement annually for an additional period at terms and conditions to be agreed upon between the parties

at the time of the offer and based upon the SPS P&C's satisfaction with the terms, conduct and outcome of this Sponsor arrangement.

3. Contract price

The Sponsor shall pay to the SPS P&C <insert details>.

OPERATIVE PART

4. Obligation of the Sponsor

The Sponsor agrees that it will:

- do all things necessary to the satisfaction of the SPS P&C in accordance with the Sponsor agreement with the SPS P&C;
- ensure all advertising and promotional material is consistent with the terms of use as agreed to in this agreement including, in particular, the use of the name, logo or other intellectual property of the SPS P&C or a related body or organisation; and
- regularly consult with and take into account any suggestions which the SPS P&C may make from time to time in relation to the Sponsor arrangement under this agreement.

5. Obligation of the SPS P&C

The SPS P&C agrees that it will:

- comply with the terms of the agreement as outlined above; and
- regularly consult with and take into account any suggestions which the Sponsor may make from time to time in relation to the Sponsor agreement.

6. Intellectual property rights

The Sponsor acknowledges that the SPS P&C's name and logo (or those of related bodies or organisations) is the intellectual property of the SPS P&C (or those of related bodies or organisations) and the Sponsor will obtain prior approval from the SPS P&C prior to any use of the SPS P&C (or related bodies or organisation) name and logo.

The Sponsor acknowledges that by entering into this Agreement, the SPS P&C is not endorsing any product or service of the Sponsor and neither party should imply such endorsement.

7. Representations and warranties

The Sponsor represents and warrants to the SPS P&C:

- that it does not manufacture, provide or promote any products or services that could damage the physical health or mental wellbeing of members of the public;
- the accuracy of all representations and statements made by the Sponsor, or on its behalf, in connection with negotiations held with the SPS P&C prior to entry into this agreement;
- that it has not made or received any payment or other inducement to or from the SPS P&C or its members in connection with entry into this agreement; and
- that the use by the SPS P&C pursuant to this agreement of any logos or that material provided by the Sponsor for promotional purposes will not infringe the intellectual property rights of any person.

8. Termination

The SPS P&C's functions will continue to be carried out fully and impartially, notwithstanding the existence of the Sponsor Agreement. Any attempt by the Sponsor to influence the SPS P&C's functions will result in an automatic review or termination of the agreement.

Without limiting any other right or remedy of the SPS P&C, this agreement may be terminated by notice in writing to the other party if:

- the Sponsor is or has been directly involved in the production, manufacture or promotion of any product or service that could damage the physical health or mental wellbeing of the

- members of the public;
- the Sponsor has made or received any payment or other inducement to or from the Stanmore Public School P&C in connection with entry into this agreement;
- the Sponsor becomes subject to any form of insolvency administration or a receiver, official manager or administrator is appointed over any part of the property of the Sponsor;
- at the sole discretion of the Stanmore Public School P&C, termination is warranted in the public interest.

The Sponsor reserves its right to terminate this agreement, by providing at least two (2) months written notice to SPS P&C.

9. Monitoring

The Sponsor and the SPS P&C will agree on a mutually satisfactory monitoring process for the life of this agreement.

10. Reporting

The Sponsor must report to the SPS P&C any such information as the SPS P&C may reasonably require from time to time. The Sponsor must immediately notify the SPS P&C of any change in circumstances or other factors which would or might cause there to be an actual or potential conflict between the Sponsor's objectives and the SPS P&C's mission, objectives or interests.

11. Accountability

The Sponsor and the SPS P&C will agree on an appropriate accountability measure to ensure information about the origin, nature and extent of the project is available to the public.

12. Evaluation

The Sponsor and the SPS P&C agree that either or both parties will conduct an evaluation of the project outcome.

13. Force majeure

Neither party will be held liable for any failure to observe obligations under this agreement where such failure is wholly or substantially due to force majeure. The party seeking to rely upon the benefit of this clause must use its best endeavours to put itself in a position where it is able to meet its obligations under this agreement as quickly as possible.

14. Dispute resolution

The parties agree to use reasonable efforts to resolve any dispute, which may arise between them under this agreement by mediation or any other recognised methods or alternative dispute resolution before commencing court proceedings to resolve this dispute.

15. Confidentiality

This agreement is confidential to the SPS P&C and neither its terms nor any particulars relating to it may be published or disclosed to any person by the Sponsor (except as required by law or to the extent necessary for the purposes of this agreement) without the SPS P&C's written consent.

16. Assignment

The Sponsor must not assign or sub contract any part of this agreement without prior written consent of the SPS P&C.

Consent given by the SPS P&C in accordance with this clause does not relieve the Sponsor from its obligations under this agreement.

17. Relationships between parties

Except as specifically provided in this agreement nothing in it is to constitute or be deemed to constitute a partnership between the parties or any party for any other purpose. No party shall have authority to bind the other or contract in the name of the other in any way or for any purpose.

18. Applicable law

This Agreement will be governed by and construed in accordance with the law of the State of NSW and the parties agree to submit to the jurisdiction of the courts and tribunals of the State of NSW.

19. CONTACT OFFICERS

All communications between the Sponsor and the SPS P&C shall be directed to:

SPS P&C Representative

The current details are:

Name:

Address:

Ph:

Email:

Sponsor Representative

The current details are:

Name:

Address:

Ph:

Email:

EXECUTED for and on behalf of the
Stanmore Public School P&C
but not so as to incur personal liability, by:

.....
(Signature)

.....
(Name and Position)

.....
(Signature of Witness)

.....
(Print Name of Witness)

EXECUTED by and on behalf of:
<insert Sponsor name>

.....
(Signature of individual or authorised
representative for company representative)

.....
(Name of individual or authorised
or organisation)

.....

.....

(Signature of Witness)

(Print Name of Witness)

BUILDING BRIGHTER FUTURES

P&C SPONSORSHIP STRATEGY



WHY IS SPONSORSHIP IMPORTANT?

**We all want the best for our kids and their
educations.**

**School budgets will only get us so far, so in order
to ensure the best facilities and environment for
our children, the P&C play an important role.**

**Sponsorship of P&C events and programmes is
just one way we can raise much needed funds
and provide the highest standard of learning for
our kids.**



WHY DO WE NEED A STRATEGY?

There are numerous ways we can approach the challenge of finding appropriate sponsors. Without a clearly articulated plan, it's difficult for us to measure success.

Our sponsorship strategy and our sponsorship policy must work in concert to support each other.



WHAT DOES SUCCESS LOOK LIKE?

A two way street

- 1. We should be aiming to extract the most value possible from the properties the P&C has available.**
- 2. We should be aiming to provide sponsors value to ensure ongoing commitment.**



WHAT DOES SUCCESS LOOK LIKE, REALLY?

In the end, we want:

A well resourced school

A high functioning school

An environment conducive to learning and enjoyment

A community proud to call Stanmore Public 'our school'



**“HOLD ON. WAIT A MINUTE.
WE’RE NOT SELLING OUT”**

NO

We will put strict guidelines in place to ensure sponsorship proposals are judged in line with P&C approved sponsorship policies and the school communities expectations.

Proposals that fail to meet expectations will not receive approval.



SO, WHO WILL SPONSOR STANMORE PUBLIC SCHOOL?

LOCAL COMMUNITY

Local business with an interest in the development of the local area and opportunities to increase their profile with locals.



BUSINESS COMMUNITY

The wider business community with an interest in building brand credibility through corporate social responsibility programmes.



WE HAVE PLENTY TO OFFER POTENTIAL SPONSORS

Stanmore Public School sits at the epicentre of Sydney's booming inner-west. With 646 students and a high AB socio economic profile, we're a prime target for potential sponsors.



ASSETS WITH VALUE: EVENTS

BIG NIGHT
OUT

FATHERS
DAY

ELECTION
DAYS

MOVIE
NIGHTS

SHOWCASE

OTHER

OTHER

OTHER

OTHER

OTHER



ASSETS WITH VALUE: CAPITAL

CANTEEN

VEGE
GARDEN

TENNIS
COURT

LIBRARY

HOME EC
ROOM

OTHER

OTHER

OTHER

OTHER

OTHER

When handled respectfully, School assets could be sponsored (rather than 'owned') by local businesses. It simply means these community spirited sponsors are contributing to upkeep rather than enforcing brand usage. In a way this kind of brand endorsement already exists with Stephanie Alexander Garden sponsorship of the school garden programme



GOING TO MARKET

The simplest way to ensure we achieve the best outcome for the school is to operate an 'open tender' process for each of the 'properties' we're seeking sponsorship for.

A brief that goes to market seeking expressions of interest and outlines:

Background on the sponsorship property on offer

Copy of the schools sponsorship policy

Details of the scorecard criteria: how we'll decide the winner



DRAFT SCORECARD

CRITERIA	SCORE OUT OF 10	WEIGHTING
Provides financial benefit to the school		30
Provides extra value add		20
Is in the best interests of students		30
Is in line with the schools values		20

Proposals that fail to meet the schools 'Sponsorship Policy'

will be automatically excluded



GOING TO MARKET

Open 'briefs' can be communicated with the wider community in a number of ways:

School website

SNIP

Community Noticeboard

Word of Mouth

Facebook Page

Letterbox Drop

P&C direct contact



OPEN TO FRESH IDEAS

An open and transparent process, combined with a clear outline of available properties should ensure a positive response from sponsor candidates and some imaginative proposals.



THANKS

