

# Intereach Children's Services

## Marketing and Advertising Procedure



<b>Applies to</b>	Intereach Family Day Care (FDC) and Intereach Out of School Hours (OOSH)				
<b>Policy</b>	NQS Seven: Leadership, Service Management and Effective Administration Policy				
<b>Version</b>	1.0	<b>Date approved</b>	30/07/2020	<b>Next review date</b>	30/07/2023

### 1. Objective

Intereach Children's services will be promoted to the wider community in a positive and professional manner through a variety of sources. Effectively promoting Children's Services as an integral part of the community can help to maintain viability and strengthen collaborative partnerships between all stakeholders.

### 2. Responsibilities

Intereach is responsible for:

- promoting FDC in general to the wider community;
- seeking permission where an individual FDC educator is used in promotion;
- all costs associated with marketing and advertising;
- ensure marketing material is designed to target children and parents separately;
- ensure that a range of marketing methods is used, including school newsletters, websites, brochures, print media and social media; and,
- ensure marketing material is promoted in community languages where necessary.

It is the responsibility of the FDC Coordination Unit to:

- approving all advertising developed by FDC educators prior to distribution.

It is the responsibility of FDC Educators to:

- seek prior approval from the Coordination Unit for all advertising;
- all costs associated with individual marketing and advertising; and,
- ensure media consent has been obtained, where parental responsibility is subject to a care order, consent is required from the person named on the order.

### 3. Processes

#### 3.1. FDC Advertising

FDC Educators are welcome to advertise their business through various means: flyers, mail outs, letter drops, notices, business cards and media etc.

Educators are encouraged to use the FDC logo in all advertising to promote FDC throughout the wider community.

Educators are encouraged to use the Intereach logo and must include the statement "A registered educator with Intereach FDC".

#### 3.2. Information, Enrollment and Open Days

Children's Service utilises school events for service promotion, including:

- providing publicity material for speaking at or to assist with open days, parent information sessions, enrolment or orientation functions; and,

- contributing to specific information packs for newcomers to the local community (e.g. orientation and enrolment information packs for new prep families, newly arrived families, local kindergartens etc.)

### **3.3. Educators**

Children's Services promotes its educators by:

- displaying photos and profiles of educators, this may include newsletter, website, or notice boards, including their qualifications, skills and interests. (Note: FDC educators may choose not to take part);
- ensuring they are invited to meetings, special events and other functions that include the local and wider community (where appropriate);
- supporting them to further develop their skills through professional development and networking opportunities; and,
- supporting them to engage in public-speaking opportunities promoting the service in the local community.

### **3.4. Social Media**

Social media is an essential part of Intereach's wider online strategy for engaging and interacting with our stakeholders, industry colleagues and members of the public. External social networking sites (e.g. Facebook, Twitter, LinkedIn) may be used for any legitimate business that supports the Intereach mission and strategic goals. Within the marketing and public relations context, this includes the use of social networks:

- to create and participate in industry special interest groups, professional networks, and focus groups;
- to outreach to community members and families to promote the services available; and,
- to monitor public policy priorities and public opinion about our industry and the quality of services offered.

FDC Educators must not use their personal social media account for their FDC service, and to use separate social media accounts for their business. It is important that educators are able to separate their personal life from their service. It is at the educator's discretion to decide whether to accept friend requests from their families on their personal social media account.

<b>4. Procedure Context - this procedure relates to:</b>	
<b>4.1. Standards or other external requirements</b>	Australian Children's Education and Care Quality Authority (2017). National Quality Standards. Australian Children's Education and Care Quality Authority (2017). Guide to the National Quality Framework. Department of Education, Employment and Workplace Relations. Childcare Service Handbook 2017 - 2018. Early Childhood Australia (2016). Code of Ethics
<b>4.2. Legislation or other requirements</b>	Education and Care Services National Regulations consolidated 2017 Education and Care Services National Law Act 2010
<b>4.3. Internal Documentation</b>	Enrolment form

<b>5. Document control</b>			
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1.0	30/07/2020	R.Phillips - Acting Senior Manager, Children and Family Services	30/07/2023