

Intereach Children's Services

Marketing and Advertising Procedure



Applies to	Intereach Family Day Care (FDC)				
Policy	NQS Seven: Governance and Leadership Policy				
Version	2.0	Date approved	21/09/2023	Next review date	21/09/2026

1. Objective

Intereach Family Day Care will be promoted to the wider community in a positive and professional manner through a variety of sources. Effectively promoting the Family Day Care Services will help to build support and recognition for the service provided and to maintain viability.

2. Responsibilities

It is the responsibility of the Nominated Supervisor to:

- ensure all relevant consents and approvals have been sought prior to marketing and advertising;
- seek consent where an individual educator is used in promotion;
- ensure marketing material is designed to target children and parents individually;
- ensure *Intereach Privacy Policy* is followed during marketing and advertising process and ensure the advertising or marketing material do not include any personal information that identifies or could identify a child or family without appropriate consents;
- ensure educators are not using their personal social media account for promoting their service;
- ensure all advertisement by educators includes a statement indicating they are registered with Intereach FDC and the contact details of Intereach FDC;
- ensure that a range of marketing methods are used, including school newsletters, websites, brochures, print media and social media.

It is the responsibility of the FDC Coordination Unit to

- approve 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;
- cover 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. Procedure

Approval from the Coordination Unit is sought prior to use of the Intereach Logo or other related phrases or symbols that represent the organisation.

3.1. 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.

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

3.2. Social Media

Intereach FDC use external channels such as Intereach website and social media platforms to share information about activities, events and services. Social media is considered as an essential part of Intereach's wider online strategy for engaging and interacting with our stakeholders, industry colleagues and members of the public.

FDC educators must not use their personal social media account for their FDC service and must 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. FDC educators will use social media to:

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

4. Monitoring, evaluation and review

This procedure will be reviewed three years and incorporate feedback and suggestions from children, families, educators, coordinators, volunteers, and students.

5. National Quality Framework

Element	Concept	Description
6.2.3	Community engagement	The service builds relationships and engages with its community.
7.1	Governance	Governance supports the operation of a quality service.
7.1.1	Service philosophy and purpose	A statement of philosophy guides all aspects of the service's operations.
7.1.2	Management systems	Systems are in place to manage risk and enable the effective management and operation of a quality service
7.1.3	Roles and responsibilities	Roles and responsibilities are clearly defined, and understood, and support effective decision making and operation of the service.
7.2.1	Continuous Improvement	There is an effective self-assessment and quality improvement process in place.
7.2.2	Educational leadership	The educational leader is supported and leads the development and implementation of the educational program and assessment and planning cycle.

6. Procedure Context - this procedure relates to:	
6.1. Standards or other external requirements	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. Child Safe Standards NSW Child Safe Standards VIC Department of Education, Employment and Workplace Relations. Childcare Service Handbook – May 2023 Early Childhood Australia (2016). Code of Ethics
6.2. Legislation or other requirements	Education and Care Services National Regulations consolidated 2017 Education and Care Services National Law Act 2010
6.3. Internal Documentation	Intereach Privacy Policy Enrolment form

7. Document control			
Version	Date approved	Approved by	Next review date
1.0	30/07/2020	R. Phillips - Acting Senior Manager, Children and Family Services	30/07/2023
2.0	21/09/2023	M. Piffero - General Manager, Operations	21/09/2026