

EARLY YEARS POLICY



Early Years Services Family Day Care Advertising	Policy No:	QA 7.1
	Document No:	D15/16324
	Approved Date:	1 April 2014
	Approved By:	Manager Aged and Family
	Review Date:	7 May 2021
Responsible Officer:	Coordinator Early Years	
Authorising Officer:	Manager Community Strengthening	

1. Purpose

Surf Coast Shire Council Family Day Care educators are self-employed educators, operating their business under the approval of the Surf Coast Shire Council Family Day Care Service. This document provides guidelines in relation to the Coordination Unit and educators responsibilities in promoting the service. To ensure the service is promoted professionally in an ethical and positive manner and reflects the philosophy of the service.

2. Scope

Evidence of link to ECSNLA: 104.

3. Application

Surf Coast Shire Council Family Day Care staff and contracted Family Day Care Educators.

4. Definitions

Not applicable.

5. Policy

The Family Day Care Co-ordination Unit will:

- Ensure all advertising and promotional material used to endorse any aspect of the Surf Coast Shire Council Family Day Care Service must be prepared by the Surf Coast Shire Community Relations Department and endorsed by Management.
- Liaise with Surf Coast Shire Council Communications Officers for all advertising in local print media.
- Liaise with Surf Coast Shire Council Communications Officers for all graphic design requirements.
- Liaise with Surf Coast Shire Council Communications Officers for media coverage, media releases, photo shoots and service promotion.
- Follow Surf Coast Shire Council Social Media Policy for appropriate use of social media platforms. Facebook, Twitter, YouTube, Wikipedia, podcasts.
- Have an annual budget plan for advertising and promotion.
- Advertise the service regularly using a variety of media platforms.
- Participate in promotional opportunities regularly e.g. Children's Week, Seek feedback from families and new Educators to determine the effectiveness of different advertising and promotional activities of the service.
- Support Educators to develop advertising and promotional material, if requested.
- Respond to any requests for media coverage to special occasions and events in line with Council policies for media and communications.
- Not use information or images on internet or social networking sites without written permission from families.

Educators will:

- Promote the service to the wider community in a positive manner at all times.
- Educators can promote their own service; however must seek approval of content by the Co-ordination Unit prior to it being published/advertised/circulated.

- Include Surf Coast Shire Council Family Day Care contact information when promoting their individual service - not include personal information, such as address, email and phone number when promoting their individual service.
- Not use information or images on internet or social networking sites without written permission from families.
- Refer any enquiries regarding the Family Day Care Service to the Coordination Unit, to ensure that waiting lists are maintained in accordance with priority of access.

Use of Social Media:

- As per the *Surf Coast Shire Family Day Care Service Educator Agreement*, in relation to abiding by the policies and procedures, will follow the Surf Coast Shire Council Digital and Social Media Policy for appropriate use of social media platforms e.g. Facebook, Twitter, Myspace, YouTube, Wikipedia, podcasts.

6. Records

Records shall be retained for at least the period shown below.

Record	Retention/Disposal Responsibility	Retention Period	Location
Early Years Enrolment and Consent Form	Records	Until the child turns 25 years	Active: onsite Inactive: archived

7. Attachments

Not applicable.

8. References

Related Surf Coast Shire Council and Early Years Services Policies

HR40 Digital and Social Media Policy

Related Surf Coast Shire Council and Early Years Services Work Instructions and Forms

D14/95703 Early Years Enrolment and Consent Form

Other References

Family Day Care Australia – Marketing
 Surf Coast Shire Council Communications Department
 Education and Care Services National Law 2010
 Education and Care Services National Regulations 2011
 ACECQA National; Quality Framework Resource Kit (www.acecqa.gov.au)
 Childcare Service Handbook (Department of Education)

Approval Date:	01/04/2014	Approved by:	General Manager Culture and Community
Amendment/Review 1:	01/06/2016	Approved by:	Managed Aged and Family
Amendment/Review 2:	21/06/2018	Approved by:	Managed Aged and Family
Amendment/Review 3:	07/11/2019	Approved by:	Manager Community Strengthening