

## Early Years Services – QA7.1 Family Day Care Advertising

TRIM Reference: D15/16324 Due for Review: 3 May 2024  
Responsible Officer: Coordinator Early Years

### Purpose

Surf Coast Shire Council Family Day Care educators are self-employed, 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.

### Policy Principles

Evidence of link to ECSNLA: 104.

### Scope

This policy applies to Surf Coast Shire Council Family Day Care coordination unit and contracted Family Day Care Educators.

### 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 Support 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 marketing.
- Advertise the service regularly using a variety of media platforms.
- Participate in promotional opportunities regularly e.g. Children's Week, Family Day Care Australia marketing campaigns.
- Seek feedback from families and 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, Instagram, Twitter, Myspace, YouTube, Wikipedia, podcasts.

## Definitions

Not applicable.

## Related Procedure

Nil.

## References

### Related Surf Coast Shire Council and Early Years Services Policies

HR40                  Digital and Social Media Policy

### 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](http://www.acecqa.gov.au))  
Childcare Service Handbook (Department of Education)

## Document History

Version	Document History	Approved by – Date
1	Approved	General Manager Culture and Community – 1 April 2014
2	Amendment/Review	Managed Aged and Family – 1 June 2016
3	Amendment/Review	Managed Aged and Family – 21 June 2018
4	Amendment/Review	Manager Community Strengthening – 7 November 2019
5	Amendment/Review	Manager Community Strengthening – 17 May 2021
6	Amendment/Review	Manager Community Strengthening – 3 November 2022