

## ARMIDALE & DISTRICT FAMILY DAY CARE

### *Marketing Procedure*

<b>Related documentation</b>	
<b>Policy/policies:</b>	Code of Conduct Social Media Policy
<b>Regulation/s/ Standards:</b>	Educational & Care National Regulation 182 & 183 National Quality Area 6
<b>Related procedures:</b>	Social Media Policy
<b>References:</b>	NSW Family Day Care Association Family Day Care Australia
<b>Date effective</b>	3 April 2017
<b>Date for review</b>	3 April 2019
<b>Purpose</b>	To ensure AFDC is marketed in an effective, professional and ethical manner, and that all marketing undertaken is reflective of the philosophy of AFDC.
<b>Responsibility</b>	Directors, Management and Educators.

#### **Key information:**

To provide a framework for the positive promotion of AFDC to all partners within AFDC's community.

#### **Procedures:**

AFDC will ensure that all promotion and marketing goals are:

- Relevant to the needs of partners in our community,
- Affordable and realistic, and
- Achievable.

#### **Marketing Tools:**

AFDC Website provides Educators, families and the broader community with comprehensive information regarding AFDC, the services we offer and our policies and procedures.

Information Pamphlets promoting AFDC to prospective Educators and families are distributed to early childhood services, TAFE, medical practices, playgroups, etc.

Family & Educator Newsletters produced by Management and staff at least once per term inform Educators and families of AFDC policies and procedures, imminent events and promotions and provide useful tips and ideas.

Regional Celebrations & Early Childhood Events. AFDC endeavours to take advantage of all available opportunities to market our services at community events; encouraging Educators, families and partners to participate.

Print Media advertising is undertaken from time to time throughout AFDC's region, and invitations to participate in early childhood promotions are accepted, where budgetary constraints permit.

**Measuring Performance:**

Directors and Management view marketing as a core component of AFDC's business and monitor the effectiveness of marketing and promotional activities undertaken.