

## ARMIDALE & DISTRICT FAMILY DAY CARE

### MARKETING PROCEDURE

<b>Related documentation</b>	Code of Conduct
<b>Policies:</b>	Social Media Policy
<b>Procedure:</b>	Photo and Camera Policy
<b>Regulation/s/ Standards:</b>	Education and Care Services National Regulations 182 & 183 National Quality Standard Area 6
<b>References:</b>	NSW Family Day Care Association Inc. Family Day Care Australia
<b>Date effective</b>	March 2021
<b>Date for review</b>	March 2023
<b>Purpose</b>	To ensure that AFDC services are marketed ethically and responsibly, encouraging participation and engagement from our partners and the broader community.
<b>Responsibility</b>	Directors, management, staff and Educators.

#### **Key information:**

This procedure provides a framework for the positive promotion of Company services. It aims to ensure that marketing is consistent, informative and appropriate to the community which we serve.

#### **Procedures:**

Directors and Management will use their best endeavours to ensure that all marketing:

- Reflects Company's Philosophies and the interests of all partners;
- Is relevant to goals identified in AFDC's Strategic Plan;
- Contains accurate and avoids misleading and ambiguous statements.

#### **Marketing Budget**

Directors and Management will ensure that a realistic allocation is made for marketing and promotion when drafting annual budgets.

Ongoing research will be undertaken by Management into the availability both Community and Service Grants for which the Company may be eligible and applications will be prepared accordingly.

## **Marketing Tools**

Marketing tools and strategies used by AFDC include, but will not be limited to:

**AFDC's Website**, which provides families, Educators, potential Educators and families of both Family Day Care and Out of School Hours Care with comprehensive information about Company services, policies and procedures. The AFDC website aims to attract appropriate educators for both services.

**AFDC's Facebook Page** encourages "likes" from Educators and families in Family Day Care and Out of School Hours Care, an avenue for expressions of interest from potential Educators and a platform for the sharing of successes, challenges, innovations and ideas. AFDC maintains a presence on regional social media platforms.

**AFDC Toyota HiAce Bus**, purchased with the assistance of an Australian Government Community Support Grant, assists in the marketing of AFDC services via distinctive artwork as it transports Educators, families and children around the community.

**Magazine and Newspaper Advertising** is undertaken from time to time throughout the region as relevant promotional vehicles become available, the need is identified and budgetary constraints permit.

**Regional Celebrations and Early Childhood Events** – AFDC will endeavour to have a presence at regional celebrations such as *Harmony Day* where possible. AFDC may from time to time host Family Day Care related activities tied to *Family Day Care Week*, including the leasing of a *Pop Up Shop*.

All staff, Educators families and children will be encouraged to participate in these community events.

**Family and Educator Newsletters** will be produced and distributed regularly. Newsletters may contain information on policies and procedures, regulatory and compliance issues, social events and useful tips and ideas.

### **Partnerships**

AFDC supports FDC Educators to market their services through the provision of House Signs and assists in the development of individual brochures and other marketing tools.

### **Performance Measurement**

Directors and management will review the effectiveness of the above marketing strategies from time to time and may choose to limit or cease marketing in areas which do not prove to be cost effective.