

## ARMIDALE FAMILY DAY CARE

### *Marketing Procedure*

<b>Related documentation</b>	Code of Conduct Social Media Policy
<b>Policies:</b>	
<b>Procedure:</b>	Confidentiality Media, Photo and Camera Procedure
<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 2023
<b>Date for review</b>	March 2026
<b>Purpose</b>	To ensure that Armidale Family Day Care is marketed ethically and responsibly, encouraging participation and engagement from our partners and the broader community.
<b>Responsibility</b>	Directors and Management

#### **Key information:**

This procedure provides a framework for the positive promotion of Armidale Family Day Care. 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 by the Board of Directors and Management, and
  - Contains accurate information 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 Armidale Out of School Hours Care will include, but will not be limited to:

**AFDC's Website**, which provides families and 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** in 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. All staff, Educators families and children will be encouraged to participate in these community events.

**Family 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.