

Marketing Policy

Published	November 2020
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Sources	Education and Care Services National Regulations, October 2020 Education and Care Services National Law, February 2018 Guide to the Education and Care Services National Law and the Education and Care Services National Regulations, October 2017 Guide to the National Quality Framework, September 2020 Children and Young Persons (Care and Protection) Act
Related Policies	Code of Conduct Communication Staff Code of Conduct Privacy and Confidentiality

Aim:

To ensure the service is promoted professionally, and in an ethical and positive manner that reflects the philosophy of the service.

Explanation:

Any marketing that is done to promote an Education and Care Service can only be done by a service that has approval. Country Children’s Early Learning is the approved provider and the Family Day Care Educators are self-employed childcare providers, registered to operate their business under Country Children’s Early Learning.

A Family Day Care Educator can market their business as long as they make clear that they are registered with Country Children’s Early Learning, and that any marketing material shows their association with CCEL.

Country Children’s Early Learning will work with Educators to help them promote their Family Day Care business. While Country Children’s Early Learning will assist Educators, the marketing of their Family Day Care business is a shared responsibility between the Educator and the service. CCEL will assist Educators with half of their marketing, with Educators being responsible for the other half.

Responsibilities:

In relation to Co-ordination Unit Staff:

- Be aware of the requirements of the Education and Care Services National Law, Education and Care Services National Regulations and the National Quality Standard in relation to the promotion and marketing of the service
- Ensure the Marketing Policy for the service reflects the best interests of the service within the community
- Develop marketing material for the service
- Be responsible for the marketing of the service through a variety of means, such as:
 - CCEL Website
 - Signage
 - Car Magnets
 - Flyers
 - School Newsletters
 - Newspapers

- Use CCEL's Facebook page to advertise and market the service
- Participate in promotional activities regularly
- Network with other services in the local communities that we service
- Conduct regular surveys of new 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
- Monitor Educators marketing strategies to ensure they are compliant

In relation to Educators:

- Abide by their obligations under the Education and Care Services National Law, Education and Care Services National Regulations and the National Quality Standard in relation to the promotion and marketing of the service
- Promote the service to the wider community in a positive manner at all times
- Work with the Co-ordination Unit to determine what your Marketing needs are:
 - What will work best in your area
 - How can you get clients attention?
- Work with the Co-ordination Unit to determine what marketing CCEL will undertake on your behalf and what you are responsible for
- CCEL has a standard flyer that can be used for promoting your FDC Business, you just need to change the text as required
- Prior to any marketing materials being used or distributed approval must be sought from the Co-ordination Unit to ensure that all requirements under the Education and Care Services National Law are being met
- Ensure the CCEL Logo appears on all individual marketing materials developed, and is not altered in any format
- Ensure any marketing includes CCEL's Contact details i.e. Logo, Phone Numbers and Website, the Educator can include their own contact details if they choose
- Ensure all advertising and promotional material used to endorse any aspect of Country Children's Early Learning is professional
- Utilise the CCEL Signs that have been provided for them to use
- If using CCEL car magnets, drivers must ensure that they are following the law at all times that they are displaying the signs on their cars
- Distribute flyers provided by the service
- Recommend marketing that suits their community to the CCEL Co-ordination Unit
- If using Social Media for marketing CCEL must be notified prior to any marketing occurring on sites
 - Notify CCEL of which sites you will be using
 - Always state you are registered with CCEL
- When using Social Media, ensure you keep CCEL up to date of any message received, and communication sent
- No information or images will be used on internet or social networking sites without written permission from families to use that piece of information or image

Continual Monitoring and Improvement:

Continual improvement and monitoring will occur in the following ways:

- Incidental and planned consultation with families
- Co-ordination Unit Staff accessing current relevant information
- Co-ordination Unit Staff and Educators accessing current and relevant training
- Internal evaluation of incidences and the improvement of systems

Policy Review

Date Revised	Comments
December 2015	Scheduled Policy Review – No changes made
November 2020	Scheduled Policy Review – Updated information to reflect current practices