

Policy Statement

This policy acts to ensure that:

- 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 so 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.

Roles and Responsibilities

Approved Provider/Coordinators

- 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 Signage
 - Flyers
 - School Newsletters
 - Newspapers
- Use CCEL's Facebook page to advertise and market the service
- Participate in promotional activities regularly

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- 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

Educators

- Promote the service to the wider community in a positive manner at all times
- Work with the Coordinators to determine what your Marketing needs are:
 - What will work best in your area
 - How can you get clients attention?
- Work with the Coordinators 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 Coordinators 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 driving CCEL cars with signage, 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 CCEL
- 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

LINKS TO:

- **Education & Care Services National Law**
Section 174A
- **Education & Care Services National Regulations**
26, 153, 154, 168, 169, 170
- **National Quality Standards/Elements:**
6.1, 6.2, 7.1, 7.2
- **Child Safe Standards**
1, 3, 5, 6, 7, 8, 9, 10

- 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
- Approved Provider and Coordinators accessing current relevant information
- Approved Provider, Coordinators and Educators accessing current and relevant training
- Internal evaluation of incidences and the improvement of systems

SOURCES

- Education and Care Services National Regulations - December 2021
- Education and care Services National Law - January 2022
- Guide to the Education and Care Services National Law and the Education and Care Services National Regulations - October 2017
- Guide to the National Quality Standard - January 2020
- Implementing the Child Safe Standards: A Guide for Early Education and Outside School Hours Care Services, NSW Department of Education, 2021
- A Guide to the Child Safe Standards, NSW Office of the Children's Guardian, 2020
- ACECQA – FDC Approved Provider compliance responsibilities – October 2017
- Be You
- My Time Our Place: Framework for School Age Care in Australia
- The Early Years Learning Framework
- ECA Code of Ethics
- United Nations Convention on the Rights of the Child
- Children & Young Persons (Care and Protection) Act

LINKS TO OTHER POLICIES:

- Communication
- Governance & Management
- Privacy & Confidentiality
- Staff Code of Conduct