



4.2 Advertising, Promotions and Marketing Policy

Policy number: 4.2
Date last reviewed: December 2024
Reviewed by: Child Care Team

This policy relates to	
National Quality Standards Early Childhood Education & Care	7.1.2, 6.2.3

Purpose

Advertising and promotion are roles undertaken by the service to ensure the community is aware of Family Day Care and In-home Child Care. Educators may also contribute to advertising with a requirement to include details of the registered service and contact number. (It is a legal requirement to have the approved service on all advertising.)

Policy

The Education and Care Services National Law requires all advertising to list the registered service and contact number. This ensures consistency of quality and content in advertising material.

Educators are very effective promoters for the service when they are engaging in the community. Word of mouth and referrals are the most frequent source of enquiry.

The service conducts ongoing publicity and advertising to promote Family Day Care and In Home Child Care as well as recruit educators and advise of vacancies. A yearly advertising and promotions strategy is undertaken. Educators and families are invited to contribute to promotions and participate in displays and events to promote the service.

The service arranges individual publicity in conjunction with new educators and educators who have unfilled vacancies. This can include the service printing brochures or posters for educators to distribute or placing advertisements on community Facebook pages.

It is preferred that educators who have vacancies in their service and wish to publicise/advertise their service to fill vacancies arrange advertising in partnership with the service as a joint promotion.

Beaucare encourages all educators to register with Care for Kids, which is a popular website parents use to access care for their children.

The service has a range of promotional materials including posters, fliers, shirts, cards, brochures with the Beaucare logo and details. The Beaucare website and Facebook page provide information on all Beaucare programs (www.beaucare.org.au)



Media and Promotions

No employee is permitted to give statements to the press. All media requests for interviews are to be referred to the General Manager and/or the Board.

Social Media

Social media is a rapidly growing industry with increasing numbers of internet users now interacting with companies online via social networking sites. It is considered an essential part of Beucare's wider online strategy for engaging and interacting with our stakeholders, industry colleagues and members of the public.

External social networking sites (e.g. Facebook, Twitter, LinkedIn) may be used for any legitimate business that supports the Beucare mission and strategic goals. Within the marketing and public relations context, this includes the use of social networks:

- To create and participate in industry special interest groups, professional networks, and focus groups;
- To outreach to community members and families to promote the services available;
- To monitor public policy priorities and public opinion about our industry and the quality of services offered.

Educators are encouraged not to use their personal account for their Family Day Care service, and to use separate social media accounts for their business. It is important that educators are able to separate their personal life from their service.

It is the educator's responsibility to ensure all families have provided written permission for the use of their children's photos in any marketing or social media prior to using them.

Due to child safe organisation guidelines- educators are not to allow anyone to take photos of children on private phones, tablets or video cameras.

Associated Beucare Policies and Documents

[Appendix E Marketing, Electronic and Social Media](#)

Relevant Legislation

National Law

National Regulations

National Quality Standards

Family Day Care Australia

www.fdca.com.au

Child Safe Organisations

Child Protection Legislation