

POLICY

POLICY 36: PUBLICITY

OVERARCHING PERSPECTIVE:

Perspective: Quality Service
Policy: Services and Programs

POLICY:

The Manager will be responsible for referring all media inquiries and promotion to the Chief Executive Officer of Sunbury Community Health for approval.

SCOPE:

This document ensures all Educators and Coordination Unit Staff of Our Village Family Childcare Service adhere to the organisation's policy regarding media comment.

RATIONALE:

1. The service can be publicised in many ways, as long as the Sunbury Community Health policy for media comment is adhered to at all times.
2. Posters and leaflets should be concisely worded, use simple language, eye catching and colourful. Posters can be placed in many public places. Posters and leaflets in English and other languages are also available from the Department of Prime Minister and Cabinet and the Department of Education and Training.
3. Talks to community groups will take place whenever possible.
4. Schools and Kindergartens will be approached for advertising in newsletters.
5. Responses to media releases and/or childcare issues will only be made by the Chief Executive Officer of Sunbury Community Health.

REFERENCES:

RELATED DOCUMENTS:

(SCH) External Communication Policy

This box to be completed after final draft has been approved.

Issue Date:	November 2016	Previous Review(s):	Jul '10, Apr '12, Jul '15
Issue Number:	Four (4)	Next Review:	November 2019
Owner:	Manager, Family Day Care	Signed in accordance with Deed of Delegation: <div style="text-align: right;">1/12/2016</div> <div style="text-align: center;">  X </div> <hr/> <div style="text-align: center;"> Marcus Bosch General Manager, Child, Youth & Family Services Signed by: Marcus Bosch </div>	