

POLICY NO 36: PUBLICITY

Key Policy Contact Person: Manager, Our Village Family Childcare

POLICY STATEMENT:

The Our Village Family Day Care Manager will be responsible for referring all media inquiries and promotion to the Chief Executive Officer of Sunbury and Cobaw Community Health for approval.

CRITICAL INFORMATION:

This policy and procedure outline the critical information Our Village Family Childcare needs to follow when dealing with Publicity within the service including when it is needed to collaborate with the Chief Executive Officer of Sunbury and Cobaw Community Health.

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PURPOSE:

- The service can be publicised in many ways if the Sunbury and Cobaw Community Health policy for media comment is always adhered to.
- 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
- Talks to community groups will take place whenever possible.
- Schools and Kindergartens will be approached for advertising in newsletters.
- Responses to media releases and/or childcare issues will only be made by the Chief Executive Officer of Sunbury and Cobaw Community Health

SCOPE/RESPONSIBILITIES:

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

STATEMENT OF DIVERSITY

Sunbury and Cobaw Community Health is committed to improving the health of our community and being accessible to all, including people from culturally and linguistically diverse (CALD) communities, those from Aboriginal and Torres Strait Islander background, people with a disability, Lesbian Gay Bisexual Transgender Intersex and Queer (LGBTIQA+) people and other socially vulnerable groups and supporting their communities across the lifespan from birth to older age.

DEFINITIONS:

Publicity	<ul style="list-style-type: none"> • Is notice or attention given to someone. • Something, by the media the giving out of information about a product, person, or company for advertising or promotional purposes. • Material or information used for advertising or promotional purposes.
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RELATED POLICIES & PROCEDURES/ WORK INSTRUCTIONS:

- (SCCH Legacy) External Communications Policy

VERSION CONTROL AND LEGISLATION:

For office use only (to be completed by the Quality, Safety & Compliance unit)			
Document Owner:	Chief Operating Officer	Version Number:	2.0
Date Approved:	3 July 2024	Review Date:	3 July 2027
Document Type:	Team	Approved By:	Chief Operating Officer
Legislation:	Education and Care Services National Regulations		