

Marketing & Service Promotion Policy

Policy Statement & Commitments

The Brunswick East Primary School Outside School Hours Care Service (BEPS OSHC Service) will be promoted to the school and local community on a regular basis to ensure that all relevant parties are aware of BEPS OSHC Service and its activities.

Effectively promoting BEPS OSHC Service as an integral part of the community can help to maintain viability and strengthen collaborative partnerships between all stakeholders – children, families, educators, sponsors and governing bodies.

BEPS OSHC Service is committed to:

- increasing public awareness of the service, in both your local and the wider community
- informing the local community of the valuable role OSHC services play in the education and care of children
- highlighting the benefits for both children and families involved in quality OSHC programs
- increasing utilisation, which may support the viability of the service.

Procedures

The Coordinator is responsible to ensure that:

- a range of marketing methods are used for BEPS OSHC Service including the school newsletter and website, brochures and information in the local paper and via community networks
- marketing material is designed to target children and parents separately
- marketing material is promoted in community languages, when necessary
- BEPS OSHC Service participates in community events and includes community visitors to the service.

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Service information

Information about the following will be considered for service promotion:

- the service philosophy
- the qualifications of educators
- the facilities and resources of the service
- the educational program and appropriate links to the Framework for School Aged Care (FSAC) and the National Quality Framework (NQF)
- governance and management of the service
- flexibility and accessibility of service
- the positive learning environment for children, and how it is designed and organised to engage every child
- any links with local and wider community
- that Child Care Benefit (CCB) may be claimed.

Publicity campaigns

BEPS OSHC Service **must** have School Council approval prior to starting any campaign activities.

When considering a publicity campaign, the following will be considered

- Costs.
- Marketing – it may be possible to involve an OSHC parent or family member who has skills in marketing
- Image – is your message consistent? Do your promotional materials look professional? What is the image you want to portray of your service? Are they reflective of your service philosophy?
- Audience – know who you are pitching to and what their requirements and interests in OSHC may be.
- Contact – ensure someone is available to discuss any queries that result from the publicity.

Print media

BEPS OSHC Service newsletters and websites will include:

- information about the service (governance, committees, philosophy, family involvement, policy updates, upcoming meetings, events etc.)
- information about the educational program (specific activities, events, new resources, facilities etc.)
- information about the educators (skills, qualifications, experience, interests, including information about staffing changes, work experience students etc.)
- information about the National Law and Regulations and National Quality Framework (updates, general information, the service's Quality Improvement Plan process etc.)

Approved	May 2017	Review date:	October 2018
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- an invitation to families to contribute to the service (through committees, working bees, special events, offering specific skills or interests)
- results of surveys or specific feedback
- pictorial examples of the program – children’s artwork, photos, documentation (note that special consideration needs to be given to confidentiality)
- BEPS OSHC Service contact details.

Information, Enrolment & Open Days

BEPS OSHC Service utilises school events for service promotion, including:

- providing publicity material for speaking at or to assist with open days, parent information sessions, enrolment or orientation functions
- seeking any extraordinary opportunities for BEPS OSHC Service to provide care (e.g. prep early finish times, pupil-free days, public holidays etc.)
- contributing to specific information packs for newcomers to the local community (e.g. orientation and enrolment information packs for new prep families, newly arrived families, local kindergartens etc.)

Information Pack, Handbook, Flyer or Internet Advertising Material

When putting together any information, consider including:

- the service’s philosophy
- salient governance information
- a program outline
- NQF service ratings
- policy information
- the curriculum (FSAC) and NQF information
- operating times
- staffing information
- enrolment procedure
- booking and cancellation information
- contact details
- the fee structure
- complaint procedures.

Annual Community Events

Special events are an excellent opportunity for BEPS OSHC Service to make links and build partnerships with the local and wider community.

- Events need to be planned well in advance and can take a lot of time and effort so it may be worth recruiting volunteers (staff, families, children) in your service to assist.
- There are many types of events OSHC services could be involved in, including cultural celebrations, end-of-year or Christmas parties, social BBQs, fetes and fundraising events.
- Children often enjoy being involved in the preparation, organisation, promotion and hosting of special events.

Approved	May 2017	Review date:	October 2018
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When planning an event, BEPS OSHC Service will consider the following:

- Publicise widely, including your local and wider community, utilising various mediums such as posters, newsletters, school assemblies and the internet.
- Organise fun activities for the children at the event.
- Launch a new program or run a competition.
- Create displays documenting the day-to-day activities as well as special things that happen in your service.
- Celebrate openings and anniversaries.
- Provide food – it’s a great incentive for people to come!
- Seeking school council approval prior to event occurring.

Organisation Meetings & School Assemblies

Presenting at school meetings or speaking at school assemblies can be a great way of promoting BEPS OSHC Service in the local community. Consider that the children from your service may be interested in speaking at such opportunities.

Public speaking opportunities can allow BEPS OSHC Service to:

- introduce new educators
- discuss special events, activities and the regular program
- acknowledge and thank individuals and organisations who have supported and contributed to your service
- advertise coming events.

Signage

Banners, signs, posters and notice boards are fantastic visual tools to inform the community about BEPS OSHC Service. Children, families and educators (particularly those with art or design skills) can assist in creating eye-catching signage for the service.

Signage promoting BEPS OSHC Service *might* include:

- children’s artwork, projects and photos
- posters advertising your service and special events
- banners or murals on fences or walls
- a large sign sponsored by a local real estate agent or other businesses.

BEPS OSHC Educators

BEPS OSHC Service educators bring a wide variety of skills, experiences and resources to the service. They are the face of your service, and are an important part of successful promotion. All educators

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are responsible for helping to build a positive organisational culture and portraying a positive image of the service.

Throughout their daily work, BEPS OSHC Service educators build respectful relationships with children and collaborative partnerships with families. It is important to families and children that the OSHC environment is safe and supportive, and educators can assist children to develop a strong sense of identity and wellbeing during their time at the service.

BEPS OSHC Service educators are responsive to children and use a range of teaching strategies to engage them in the program. Educators are competent in providing a variety of learning experiences and environments for children.

BEPS OSHC Service promotes its educators by:

- displaying photos and profiles of educators in the newsletter or on notice boards, including their qualifications, skills and interests
- ensuring they can be easily identified by providing name tags with the OSHC service name
- ensuring they are invited to meetings, special events and other functions that include the local and wider community (where appropriate)
- supporting them to further develop their skills through professional development and networking opportunities
- supporting them to engage in public-speaking opportunities promoting the service in the local community

Evaluation

The National Quality Standards (NQS) requires the BEPS OSHC Service to build a professional learning community and commit to a process of continuous improvement. This means developing a process for gathering feedback and evaluations from all parties, including the voice of all stakeholders, such as the educators, the children and their families, any sponsors or governing organisation, and the local and wider community. Evaluation and critical reflection are an integral part of an effective cycle of planning and self-assessment, which helps to develop a service's ongoing Quality Improvement Plan (QIP).

Feedback from children

Children are primary stakeholders of a service, and their thoughts, interests and ideas are included in all aspects of program and service delivery at BEPS OSHC Service. Children can provide both formal feedback (through written and verbal surveys) and informal feedback (through their behaviour and conversations).

Educators' observations of children and documentation of their learning provides a valuable tool for evaluating and critically reflecting on all aspects of the program and service delivery. NQS requires educators to be focused, active and reflective in designing and delivering a program that is based on children's knowledge, ideas, culture, abilities and interests.

Approved	<i>May 2017</i>	Review date:	<i>October 2018</i>
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Feedback from families

Respectful, supportive relationships with families are integral to the success of BEPS OSHC Service. Through building collaborative partnerships with families, BEPS OSHC Service can create effective ways of communication in order to gain feedback.

BEPS OSHC Service will consider:

- surveying families via email or printed form, about all aspects of service delivery and programming, on an ongoing basis
- supporting educators to document informal feedback from families
- inviting families to be involved in management or advisory committees
- inviting families to share their specific skills and interests with the service
- inviting families to be involved in special events at the service.

Feedback from educators

The NQS requires all educators to think critically about all aspects of their service delivery, including their programming and their own pedagogy. Formal and informal feedback from educators (including meetings, surveys, feedback forms, performance reviews etc.) contributes to BEPS OSHC Service self-assessment and QIP.

Feedback from the community

Establishing strong links with the community helps to promote and build a strong, resilient service at BEPS OSHC Service. Feedback from the local and wider community enables BEPS OSHC Service to evaluate its service delivery and establish whether BEPS OSHC Service is meeting the needs of the community. Consider a widely published annual survey (including service sponsor, local organisations etc.) or contacting specific community members for feedback.

Photos

Photos are a great way to engage families, children and the general public in what happens at BEPS OSHC Service. Photos that show all aspects of the program – routines, learning experiences, play spaces, projects, special events and positive relationships – can be a fabulous promotional tool for BEPS OSHC Service. However, it is essential to always have written permission from parents or guardians before taking photos of children, and also important to explain how the photos will be used (e.g. within the service, in newsletter or on a website).

Photos will most probably form part of BEPS OSHC Service documentation of children’s learning. This documentation can also be used as a promotional tool, particularly within the local community, to help people to understand the curriculum and the learning that takes place in BEPS OSHC Service. Again, it is essential to consider confidentiality issues and respect families’ and children’s rights to refuse any publishing of their images.

Approved	<i>May 2017</i>	Review date:	<i>October 2018</i>
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Displaying photos of educators and sponsor/committee members is a great way of promoting the BEPS OSHC Service staff and management team.

Local Government

Local government can be a vital resource and a great way to inform the wider community about BEPS OSHC Service. Families who need care and education for their children and don't know where to find it will often begin by looking through local government publications such as directories, newsletters and pamphlets. BEPS OSHC Service will make contact regularly with Moreland City Council and send them regular information on BEPS OSHC Service so they can update their community directory and website.

BEPS OSHC Service may be able to participate in local community events, such as information days, festivals and celebrations. BEPS OSHC Service could provide displays, or posters, or set up an information stall. BEPS OSHC Service will find out what local government facilities may be utilised. For example, many have recreation equipment, such as tents, giant earth balls and parachutes that can be hired. BEPS OSHC Service and the Moreland City Council can work together to promote the local government's facilities and resources as well as BEPS OSHC Service.

Sharing Resources

Other local Outside School Hours Care Services may have a collection of equipment and resources that BEPS OSHC Service could share. Simply sharing ideas about how other services approach curriculum development and the NQS can be extremely beneficial. Sharing across service types can also be valuable (i.e. OSHC with long day care, family day care or kindergarten) and can help to build a professional learning community.

Local Newspapers & Radio

The media is a fantastic way to promote BEPS OSHC Service to a broad range of people. A photograph in the local paper can be a great advertisement, especially when teamed with commentary by BEPS OSHC Service educators, children or families.

BEPS OSHC Service will consider contacting local radio or newspaper if there is a special event coming up at the service.

This policy should be read in conjunction with:

General Service Information Policy

Partnerships with Families

Financial Management Policy

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Sources

Community Child Care 2014, *OSHC Pre-establishment Kit* and *Promoting your OSHC Service*, www.cccinc.org.au

Approved	<i>May 2017</i>	Review date:	<i>October 2018</i>
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