

**ADMINISTRATION - PUBLICITY**

**POLICY**

Family Day Care can be publicised in many ways to ensure that information about the Scheme, including Child Care Benefit, is accessible to the community and enables registration of the optimum number of families and quality Educators.

**PROCEDURE**

1. When publicly advertising or promoting, a consent form must be obtained from Parents/Guardian of any children involved.
2. All advertisements, posters, fliers and any other publicity material used must only be that which is provided or approved by the co-ordination unit. This material will use the national logo/branding of Family Day Care Australia, and include the name and address of Mt Alexander Family Day Care Coordination Unit.
3. Educators wishing to advertise their individual business must submit any material they have developed to the Coordination Unit for approval.
4. Advertising can be placed in many public places, eg. Maternal & Child Health Centres, Long Day Child Care Centres, community groups, schools and kindergartens.
5. The co-ordination unit should ensure information is available through Council and family support services outlets.
6. Posters and leaflets in English and other languages are also available from DEEWR/Centrelink/DEECD.